

Appendix 1: NEMS Telephone Household Survey

	Tota	l	Zone	1	Zone 2		Zone 3		Zone 4	ı	Zone	5	Zone	6	Zone 7	,	Zone 8	3	Zone 9		Zone 1	0	Zone 11	l
Q01 Where did you last g	jo to un	dertal	ke your	main	food and	gro	cery sho _l	oping	g?															
Zone 1																								
Aldi, Victoria Road, Berry Hill, Fenton	1.7%	22	8.2%	16	0.0%	0	3.0%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Leek New Road, Norton	2.1%	28	6.0%	11	0.0%	0	0.0%	0	0.0%	0	12.8%	12	1.2%	1	0.0%	0	1.2%	1	2.0%	3	0.0%	0	0.0%	0
Asda (former Netto), Victoria Road, Berry Hill, Fenton	0.4%	5	2.5%	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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Werrington Road, Bucknall	0.2%	3	1.1%	2	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
Co-operative Food, Christchurch Street, Fenton	0.1%	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
Co-operative Food, Millrise Road, Milton	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	0.5%	1	0.0%	0	0.0%	0
Co-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Leek 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
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dividy Road, Bentilee Marks & Spencer, Upper Market Square, City	0.1% 0.3%	2 4	0.8% 0.0%	2	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	0.6% 0.0%	0	0.0% 0.5%	0	0.0% 0.0%	0	0.0% 0.0%	0
Centre (Hanley) Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	7.9%	103	23.4%	45	0.6%	1	3.4%	6	2.4%	2	30.2%	29	8.2%	4	6.1%	4	4.5%	2	5.5%	8	0.0%	0	0.6%	1
Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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,	2.5%	33	6.1%	12	1.9%	4	0.3%	1	9.5%	10	3.3%	3	3.2%	2	0.0%	0	0.6%	0	0.0%	0	0.6%	0	1.0%	1

	Total		Zone	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	í	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Stoke-on-Trent Fesco Extra, Clough Street,	3.0%	39	14.7%	28	0.3%	1	0.0%	0	0.0%	0	8.6%	8	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stoke-on-Trent Local Shops, City Centre (Hanley)	0.3%	3	1.1%	2	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Fenton 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
Abbey Hulton - Abbots Road 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
Abbey Hulton - Leek Road 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
Baddeley Green - Baddeley Green Lane 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
Bentilee - Beverley Drive 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
Sentilee - Devonshire Square 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
Sentilee - Ford Hayes Lane 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
erry Hill - Twigg Street Local Centre irches Head - Diana 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
Local Centre sucknall - Causeley 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
Local Centre ucknall - Werrington 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
Local Centre Eaton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Centre truria - Etruria Old 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
Local Centre enton - King Street Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 enton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 feron Cross - Heron Street/Grove Road 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
Allton - Leek Road/Millrise Road 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
orthwood - Keelings Road 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
orton Park - Leek New Road 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
nelton - College Road 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
helton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	•	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Centre																									
Sneyd Green - Milton Road Local Centre Zone 2	0.1%	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	
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	3.0%	39	3.8%	7	5.7%	13	3.3%	6	3.8%	4	2.2%	2	0.0%	0	4.5%	3	1.9%	1	0.7%	1	0.0%	0	1.2%	1	
Asda (former Netto), Morris Square, Kyme, Wolstanton	3.8%	49	3.9%	8	7.3%	17	3.4%	6	1.4%	1	3.4%	3	2.3%	1	11.9%	7	2.4%	1	0.0%	0	0.0%	0	3.7%	4	
Co-operative Food, Church Street, 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	
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Barbridge Road, Waterhayes Village, 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	
Co-operative Food, London Road, 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	
Co-operative Food, Windermere Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, The Moss, Madeley	0.1%	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	
Co-operative Food, Clayton Road, Newcastle-under-Lyme	0.1%	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	
Co-operative Food, High Street, Maybank, 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	
Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Co-operative Food, The Parade, Silverdale	0.1%	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	
Co-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, 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	
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Lower Street, Newcastle-under-Lyme	0.3%	3	0.0%	0	1.2%	3	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	

							Zone 3		Zone 4		Zone 5		Zone 6	,	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
	0.004		0.004		0.004		0.004		0.004		0.004		0.004				0.004		0.004		0.004		0.004	
akro, Parkhouse Industrial, Newcastle-under-Lyme	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
forrisons, Goose Street, Newcastle-under-Lyme	3.5%	45	0.0%	0	13.3%	32	3.5%	6	6.4%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
orrisons, Lower Milehouse Lane,	5.3%	70	0.7%	1	22.8%	54	0.3%	1	4.9%	5	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Newcastle-under-Lyme isa, Paris Avenue, Newcastle-under-Lyme	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ninsbury's, Liverpool Road, Newcastle-under-Lyme	3.7%	49	0.0%	0	19.6%	46	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
esco Express, Church Street, Audley	0.1%	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
ocal Shops, 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
ocal Shops, Baldwin's Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bignall End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
ocal Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Keele	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme 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
ocal Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wolstanton	0.0%	0	0.0%	0		0	0.0%	0	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, Woore	0.0%	0	0.0%	0		0	0.0%	0	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 3																								
ldi, Whittle Road, Meir Retail Park, Meir	2.1%	27	3.7%	7	0.0%	0	10.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
o-operative Food, Finstock Avenue, Blurton	0.0%	1	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	0.0%	0
o-operative Food, 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
o-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Belgrave Road, Longton	0.0%	0		0	0.0,0	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Weston Road, Meir o-operative Food,	0.0%	1	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	0.0%	0
Wimborne Avenue, Newstead	0.070	1	0.070	U	0.070	U	0.570	1	0.070	U	0.070	Ū	0.070	J	0.070	U	0.070	U	0.070	U	0.070	Ū	0.070	v
o-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road,	0.0%	1	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	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	1	
Longton																									
Heron Foods, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.5%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Lidl, The Strand, Longton	0.4%	5	0.7%	1	0.0%	0	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Longton Retail Park, Baths Road, Longton	5.5%		11.1%	21	0.0%		23.1%	40	4.6%	5	0.0%	0	1.8%	1	0.0%	0		0	2.0%	3	2.2%	2	0.0%	Õ	
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.8%	50	1.3%	3	0.0%	0	22.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	1.2%	1	0.0%	0	
Tesco Express, Amison Street, Meir Hay, Longton	1.6%	21	0.4%	1	2.9%	7	4.6%	8	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Local Shops, Caverswall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Forsbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.0%	1	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	0.0%	0	
Local Shops, Meir Town Centre	0.0%	1	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	0.0%	0	0.0%	0	
Blurton - Blurton Road 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	
Blurton - Finstock Avenue 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	
Blurton - Nashe Drive 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	
Blurton - Wimborne Avenue 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	
Dresden - Carlisle Street Local Centre Dresden - Trentham 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	
Local Centre Hollybush - Blurton 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	
Local Centre Lightwood - Belgrave 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	
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	
Meir Hay - Amison Street Local Centre																									
Meir Park - Lysander Road 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	
Normacot - Uttoxeter Road 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	
Sandford Hll - Heathcote Street 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	
Weston Coyney - Coalville Place 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	

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	Total		Zone 1		Zone 2	2	Zone 3		Zone 4	4	Zone 5		Zone 6	5	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11		
Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingsway Local Centre Weston Coyney - Westonfields Drive Local Centre Zone 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	
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.6%	21	0.8%	2	4.3%	10	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Stanley Matthews	0.8%	10	0.0%	0	0.0%	0	5.0%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Way, Trentham Co-operative Food, Mayne Street, Hanford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull	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	
Heron Foods, Campbell Place, Stoke-on-Trent	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	
Iceland, Boothen Park, London Road, Stoke Town Centre	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	
Lidl, Boothen Park, Stoke Town Centre	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	
Sainsbury's, Minton House, London Road, Stoke Town	2.4%	31	0.8%	2	0.9%	2	0.3%	1	25.2%	26	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Centre Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	3.0%	39	0.0%	0	6.9%	16	2.8%	5	13.7%	14	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.5%	1	1.7%	1	0.6%	1	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Hartshill - Hartshill 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	
Local Centre Oakhill - London Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Penkhull - Manor Court Road 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	
Trentham - The Lea Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone	5	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
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Centre Frentham - Werburgh Drive 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
Frentham Lakes - Stanley Matthews Way 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
West End - London Road Local Centre Zone 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
Aldi, Brownhills Road, Tunstall	1.4%	18	0.0%	0	3.0%	7	0.0%	0	1.1%	1	4.9%	5	7.8%	4	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Scotia Road, Tunstall	3.7%	48	2.7%	5	2.3%	5	0.0%	0	0.0%	0	11.5%	11	26.1%	14	9.4%	6	13.1%	6	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Lane, 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
Farmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	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, 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
Centre	0.3%	3	0.0%	0		0	0.0%	0	0.0%		3.7%	3	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank Top - High Lane 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
Bradeley - Joyce Avenue 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
Cobridge - Waterloo Road 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
Middleport - Newcastle Street 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
Newford - Community Drive 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
Norton - Knypersley Road Local Centre	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	21272	0
Norton - Pinfold Avenue Local Centre Smallthorne - Ford Green	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Local Centre Stanfield - Haywood 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
Local Centre Zone 6	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Asda Superstore, Scotia Road, Tunstall (opposite	2.8%	36	2.0%	4	0.3%	1	0.0%	0	0.0%	0	13.9%	13	20.4%	11	2.2%	1	11.1%	6	0.0%	0	0.0%	0	0.5%	1

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Liell High Street, Tunstall	
Liell High Street, Tunstall 0,3% 4 0,0% 0, 0% 0,0% 0,0% 0,0% 0,0% 0,0%	
Part	
Chell Heath - Chell Heath	
Road Local Centre Goldenhill - High Street Goldenhill - High Street Goldenhill - High Street Goldenhill - High Street Great Chell - Biddlugh Road Goldenhill - High Street Great Chell - Biddlugh Road Goldenhill - High Street Great Chell - Biddlugh Road Goldenhill - High Street Goldenhill - High	
Local Centre Great Chell - Biddulph Road 0.0% 0	
Local Centre Zone 7 Zone 7 Aldi, Liverpool Road, 0.9% 12 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 1.2% 1 14.7% 9 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 1.2%	
Kidsgrove Co-operative Food, Cedar 0.1% 1 0.0% 0 0.	
Avenue, Kidsgrove Co-operative Food, High 0.0% 0 0.	
Street, Talke Co-operative Food, Whitehill 0.0% 0 0	
Road, Whitehill Tesco Superstore, Liverpool 2.5% 33 0.0% 0 0.0%	
Road, Kidsgrove Local Shops, Kidsgrove 0.0% 0 0.0%	
Town Centre Local Shops, Silverstone 0.0% 0	
Crescent (Packmoor) Zone 8 Sainsbury's, Wharf Road, 1.8% 24 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1.1% 1 1.8% 1 1.0% 1 40.7% 20 0.0% 0 0.0% 0 0.5% 1 Biddulph Local Shops, Biddulph Town 0.0% 0	
Biddulph Local Shops, Biddulph Town 0.0% 0 0	
Local Shops, Biddulph Moor 0.0% 0 0.0	
Local Shops, Brown Lees 0.0% 0	
Aldi, Haywood Street, Leek 1.0% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 8.0% 12 0.0% 0 0.0% 0 Asda (former Netto), 0.2% 2 0.0% 0 0.0% 0 0.3% 1 0.0% 0 0	
Ashbourne Road, Cheadle Asda (former Netto), 0.3% 4 0.0% 0	
Springfield Road, Leek Co-operative Food, Tean 0.0% 0 0.0%	
Road, Chedital Co-operative Food, Abbotts 0.0% 0 0.	
Co-operative Food, Picton 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 0.5% 1 0.0% 0 0.0% 0 Street, Leek	
Co-operative Food, Portland 0.3% 3 0.0% 0 0.	

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8	3	Zone 9	9	Zone 1	10	Zone 1	1	
Street North, Leek																									
Co-operative Food, High Street, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Washerwall Lane, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Smithfield Centre, 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	
Iceland, Tape Street, Cheadle	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	2.0%	3	0.0%	0	0.0%	0	
Morrisons, Well Street, Cheadle	1.6%	21	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	20	0.0%	0	0.0%	0	
Morrisons, Newcastle Road, Leek	3.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	1.2%	1	28.3%	43	0.0%	0	0.0%	0	
Sainsbury's, Churnet Way, Leek	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	12	0.0%	0	0.0%	0	
Local Shops, Cheadle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Cheddleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ipstones	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Leek 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	1.0%	1		0	0.0%	0	
Local Shops, Tean Zone 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	
Aldi, Stafford Road, Stone	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		6	0.0%	0	
Co-operative Food, Stafford Street, Eccleshall	0.3%	4	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	
Co-operative Food, Eccleshall Road, Walton, 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	
Co-operative Food, High Street, Stone	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	2.5%	2	0.0%	0	
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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	
Morrisons, Church/Mill Street, Stone	2.8%	37	0.4%	1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	45.4%	32	0.0%	0	
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall 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	
Local Shops, 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	
Local Shops, Stone 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	
Zone 11 Aldi, Holmes Chapel Road,	0.5%	7	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	5.6%	7	
West Heath, Congleton Aldi, Mountbatten Way,	1.1%	14	0.0%	0	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	9.8%	11	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	ð	Zone 1	1	
Congleton Co-operative Food, Lawton Road, Alsager	0.3%	5	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	3.3%	4	
Co-operative Food, Bromley Road, 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	0.0%	0	0.0%	0	0.0%	0	3.4%	4	
Co-operative Food, St Johns Road, Buglawton, 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	
Co-operative Food, West Heath Shopping Centre, Sandbach Road, Congleton	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	0.5%	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, Congleton	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	15.3%	18	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Геsco Superstore, Barn Road, Congleton	2.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	1	0.0%	0	0.0%	0	22.2%	26	
Local Shops, Alsager 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	
Local Shops, Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Congleton 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	
Local Shops, Rode 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	
Other, Cheshire East Outside the Study Area - Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Birmingham City Centre Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stadium Retail Park, Crewe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	
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	0.0%	0	0.0%	0	
Aldi, Station Road, Nantwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nantwich Aldi, Middleton Road, Sandbach	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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Superstore, Victoria	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	0.5%	1
Centre, Crewe	0.070	1	0.070	U	0.070	U	0.570	1																
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.2%	3	0.0%	0	0.6%	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	0.5%	1
Sainsbury's, Cumberland 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	0.0%	0	0.0%	0
Tesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	0	3.3%	4
Local Shops, Crewe 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
Local Shops, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandbach 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
Outside the Study Area - Chester West & Chester																								
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Outside the Study Area - Derbyshire Dales																								
Co-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne Town Centre Outside the 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	0.5%	1	0.0%	0	0.0%	0
East Staffordshire Tesco Superstore, Brookside	0.7%	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	3.7%	6	5.2%	4	0.0%	0

8											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	Ĺ	
Road, Uttoxeter																									
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Uttoxeter Town Centre Outside the 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	
Manchester Local Shops, Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside the Study Area - Newcastle-under-L yme																									
Co-operative Food, 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	
Loggerheads Outside the Study Area - Shropshire																									
Asda (former Netto), 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	
Lidl, Towers Lawn, 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	
Morrisons, Maer Lane, Market Drayton	0.2%	2	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%		1.1%	1	0.0%	0	
Local Shops, Market Drayton Town Centre Outside the Study Area - Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda Superstore, Queensway, Stafford	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	0.0%	0	5.7%	4	0.0%	0	
Lidl, Madford 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	0.6%	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	1.7%	1	0.0%	0	
Sainsbury's, Chell 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		2	1.0%	1	
Tesco Extra, Newport Road, Stafford Local Shops, Stafford Town	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	7.6% 0.0%	0	0.0%	0	
Centre Outside the Study Area - Telford & Wrekin	0.070		0.070		0.070		0.070	Ü	0.070		0.070		0.070	Ü	0.1070		0.070		0.070	Ü	0.070		0.1070		
Co-operative Food, High Street, 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	
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		2		0	
Local Shops, Newport Town Centre Local Shops, Telford 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	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Tellold Town	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	

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	Total	l	Zone	1	Zone	2	Zone	3	Zone 4	ı	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	11
Centre																								
Others																								
Other - Outside Study Area	0.1%	2	0.0%	0	0.00	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / delivery	2.9%	38	0.7%	1	1.7%	4	2.9%	5	0.0%	0	0.5%	1	2.3%	1	0.5%	0	1.2%	1	9.7%	15	1.1%	1	8.6%	10
(Don't know / can't remember)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
•	ou purch	ase y		n foo			me deli		shopping		n?	100		100		100		100		100		100		104
Sample: Q02 Which retailer do y	ou purch	ase y		n foo			me deli		shopping		n? 0.0%	100	0.0%	100	0.0%	100	0.0%		45.3%	100 7	0.0%	0	55.0%	104
Sample: Q02 Which retailer do y Asked to those who she	ou purch	ase y	lelivery'	n foo	1			very s		g fron			0.0% 0.0%		0.0% 0.0%		0.0% 0.0%		45.3% 0.0%	7 0	0.0% 0.0%		55.0% 0.0%	
Sample: Q02 Which retailer do y Asked to those who she Asda	ou purchapp via 'inte	ase yernet/c	delivery' 50.0%	n foo at Q01	20.7%	e t / ho	0.0%	ivery s	0.0%	g fron	0.0%	0		0		0		0		7 0 0		0		6
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons	ou purcha op via 'inte 35.6% 0.0%	ase yernet / 6	delivery' 50.0% 0.0%	n foo at Q01 1 0	20.7% 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%	7 0 0 0	0.0%	0	0.0% 0.0% 5.9%	6 0
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons Iceland Sainsbury's Tesco	ou purch: op via 'inte 35.6% 0.0% 0.0% 8.0% 48.8%	14 0 0	50.0% 0.0% 0.0% 50.0% 50.0%	n foo at Q01 1 0	20.7% 0.0% 0.0% 0.0% 79.3%	1 0 0 0	0.0% 0.0% 0.0% 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% 0.0% 0.0%	0 0 0	0.0% 0.0% 100.0% 0.0%	0 0 0 1	0.0% 0.0% 0.0% 100.1%	0 0 0	0.0% 0.0% 99.9% 0.0%	0 0	0.0% 0.0% 0.0% 43.8%	7 0 0 0 6	0.0% 0.0% 0.0% 0.0%	0	0.0% 0.0% 5.9% 39.2%	6 0
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons Iceland Sainsbury's Tesco Ocado	ou purch: op via 'inte 35.6% 0.0% 0.0% 8.0% 48.8% 2.0%	14 0 0 3 19	50.0% 0.0% 0.0% 50.0% 50.0% 0.0%	n foo at Q01 1 0 0	20.7% 0.0% 0.0% 0.0% 79.3% 0.0%	1 0 0 0 3 0	0.0% 0.0% 0.0% 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% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 100.0% 0.0% 0.0%	0 0 0 1	0.0% 0.0% 0.0% 100.1% 0.0%	0 0 0 0	0.0% 0.0% 99.9% 0.0% 0.0%	0 0 0 1 0	0.0% 0.0% 0.0% 43.8% 0.0%	7 0 0 0 6	0.0% 0.0% 0.0% 0.0% 100.0%	0	0.0% 0.0% 5.9% 39.2% 0.0%	6 0
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons Iceland Sainsbury's Tesco	ou purcha op via 'inte 35.6% 0.0% 0.0% 8.0% 48.8% 2.0% 0.0%	14 0 0 3 19 1	50.0% 0.0% 0.0% 50.0% 50.0% 0.0% 0.0%	n foo at Q01 1 0 0 1	20.7% 0.0% 0.0% 0.0% 79.3% 0.0% 0.0%	1 0 0 0 3 0	0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0 0 0 0 0 5	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 100.0% 0.0% 0.0% 0.0%	0 0 0 1	0.0% 0.0% 0.0% 100.1% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 99.9% 0.0% 0.0%	0 0 0 1 0 0	0.0% 0.0% 0.0% 43.8% 0.0% 0.0%	7 0 0 0 6 0	0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0	0.0% 0.0% 5.9% 39.2% 0.0% 0.0%	6 0 0 1 4
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons Iceland Sainsbury's Tesco Ocado	ou purch: op via 'inte 35.6% 0.0% 0.0% 8.0% 48.8% 2.0%	14 0 0 3 19	50.0% 0.0% 0.0% 50.0% 50.0% 0.0%	n foo at Q01 1 0 0 1 0	20.7% 0.0% 0.0% 0.0% 79.3% 0.0%	1 0 0 0 3 0	0.0% 0.0% 0.0% 0.0% 100.0%	0 0 0 0 0 5	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 100.0% 0.0% 0.0%	0 0 0 1	0.0% 0.0% 0.0% 100.1% 0.0%	0 0 0 0	0.0% 0.0% 99.9% 0.0% 0.0%	0 0 0 1 0	0.0% 0.0% 0.0% 43.8% 0.0% 0.0%	7 0 0 0 6	0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0	0.0% 0.0% 5.9% 39.2% 0.0%	6 0 0 1 4 0
Sample: Q02 Which retailer do y Asked to those who she Asda Morrisons Iceland Sainsbury's Tesco Ocado Other	ou purcha op via 'inte 35.6% 0.0% 0.0% 8.0% 48.8% 2.0% 0.0%	14 0 0 3 19 1	50.0% 0.0% 0.0% 50.0% 50.0% 0.0% 0.0%	n foo at Q01 1 0 0 1 0 0	20.7% 0.0% 0.0% 0.0% 79.3% 0.0% 0.0%	1 0 0 0 3 0	0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0 0 0 0 0 5	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 100.0% 0.0% 0.0% 0.0%	0 0 0 1 0 0	0.0% 0.0% 0.0% 100.1% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 99.9% 0.0% 0.0%	0 0 0 1 0 0	0.0% 0.0% 0.0% 43.8% 0.0% 0.0%	7 0 0 0 6 0	0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0 0 0 0 0 1	0.0% 0.0% 5.9% 39.2% 0.0% 0.0%	6 0 0 1 4 0

	Total	l	Zone 1	l	Zone 2	2	Zone	3	Zone 4	ı	Zone 5		Zone	6	Zone '	7	Zone	8	Zone 9)	Zone 1	10	Zone 1	11
Q03 What is the main rea	ıson yol	ı chod	ose (STC	RE N	MENTION	NED /	AT Q01)	to do	your ma	ain fo	od and g	roce	ery shop	pingʻ	?									
Accessibility by public transport	0.4%	5	0.4%	1	0.8%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Car parking prices	0.5%	7	3.0%	6	0.0%	0	0.3%	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
Car parking provision	0.6%	8	0.4%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.5%	0		0	0.5%	1	2.6%	2	2.3%	3
Choice of food goods available	5.1%	66	4.9%	9	5.9%	14	4.9%	9	8.5%	9	6.2%	6	2.4%	1		2		2	2.8%	4	6.9%	5		5
Choice of shops nearby selling non-food goods	0.5%	6	0.7%	1	1.0%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	0.6%	7	0.4%	1	1.7%	4	0.0%	0	0.0%	0	2.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0
Delivery service	0.7%	10	0.4%	1	0.6%	1	1.6%	3	0.0%	0	2.0%	2	0.0%	0	0.5%	0	0.0%	0	1.1%	2	0.0%	0	0.6%	1
Easy to get to by car	0.6%	8	0.4%	1	1.0%	2	0.6%	1	0.6%	1	0.5%	1	0.6%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	1.0%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.8%	10	0.7%	1	0.3%	1	0.4%	1	0.0%	0	3.1%	3	0.0%	0	0.6%	0	0.7%	0	2.0%	3	0.0%	0	0.6%	1
Good service / friendly staff	0.8%	10	1.1%	2	0.3%	1	0.3%	1	1.6%	2	1.8%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Habit / always use it / preference for retailer	7.1%	92	18.2%	35	9.6%	23	3.4%	6	8.6%	9	5.8%	6	1.9%	1	5.1%	3	6.3%	3	2.4%	4	4.9%	4	0.0%	0
Internet shopping is convenient	1.7%	22	0.4%	1	1.0%	2	0.3%	1	0.0%	0	0.5%	1	2.3%	1	0.0%	0	0.6%	0	4.3%	6	1.1%	1	7.9%	9
Lower prices	14.2%	185	13.4%	26	11.6%	28	14.7%	26	18.4%	19	16.3%	15	14.3%	8	28.9%	18	16.4%	8	10.5%	16	9.2%	7	13.8%	16
Loyalty card / points scheme	1.1%	14	1.4%	3	2.6%	6	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	2	2.2%	2	0.5%	1
Near to home	36.4%	476	34.2%	65	34.2%	81	36.9%	65	36.5%	38	37.7%	36	35.5%	19	37.1%	23	28.9%	14	36.9%	56	48.3%	35	38.1%	45
Near to work	2.4%	32	0.4%	1	0.6%	1	5.6%	10	0.7%	1	5.8%	6	3.8%	2	4.1%	3	2.2%	1	0.7%	1	0.7%	0	5.5%	6
Nice shopping environment	0.8%	10	0.7%	1	0.8%	2	0.3%	1	1.0%	1	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.0%	1
Only one in the area / no other choice	0.5%	7	0.4%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.1%	2	1.7%	1	0.0%	0
Preference for retailer	3.1%	40	2.9%	5	5.4%	13	3.5%	6	1.3%	1	4.3%	4	0.8%	0	0.5%	0	4.1%	2	2.8%	4	3.3%	2	1.0%	1
Provision of leisure facilities nearby	0.3%	4	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	5.2%	4	0.0%	0
Provision of services nearby, such as banks and other	0.6%	7	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
financial services Public information, signposts and public facilities	0.0%	1	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	0.0%	0	0.0%	0
Quality of food goods available	5.7%	75	1.4%	3	6.1%	14	8.1%	14	5.9%	6	3.2%	3	3.8%	2	2.6%	2	7.5%	4	10.9%	17	6.7%	5	4.7%	6
Quality of shops selling food goods	0.3%	4	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Safety (during the day)	0.1%	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
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.4%	31	0.8%	2	2.7%	6	4.6%	8	0.7%	1	0.7%	1	0.6%	0	3.5%	2	4.9%	2	5.4%	8	0.7%	0	0.0%	0
Value for money	5.6%	74	5.2%	10	2.3%	5	9.5%	17	10.2%	11	0.5%	1	7.2%	4	7.0%	4		2	8.3%	13	1.8%	1	5.2%	6
Other	1.1%	14	1.3%	3	1.0%	2	0.0%	0	1.8%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.3%	4

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Good offers / special	0.5%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.7%	0	1.1%	1
promotions																								_
Just for a change	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	1	0.7%	1	0.0%	0	0.0%	0
Not too big / small store	0.4%	5	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Petrol station	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Quiet / not too busy	0.3%	3	0.4%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Someone takes me there	0.4%	5	1.2%	2	0.3%	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	0.5%	1
(Don't know / no reason in particular)	4.0%	52	4.2%	8	6.5%	15	2.2%	4	0.6%	1	2.2%	2	13.1%	7	1.1%	1	11.2%	6	3.0%	5	2.1%	2	2.1%	2
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
1																								
Q04 What if anything is	the one	thing	you mo	st dis	like abo	ut you	ır main	food	shoppin	g des	tination	ı (STC	RE ME	NTION	IED AT	Q01)	?							
Nothing	76.4%	998	88.0%	168	73.8%	175	78.3%	137	81.0%	84	81.5%	77	81.5%	44	75.0%	46	72.6%	36	72.9%	111	65.9%	47	62.7%	74
Change layout too often	1.0%	14	0.0%	0	1.4%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.2%	2	0.6%	0	4.1%	5
Difficult / expensive parking		9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.1%	3	0.6%	0	0.0%	0	6.6%	5	0.0%	0
Difficult to get to	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	0.0%	0	0.7%	0	0.0%	0
Expensive	3.5%	46	2.7%	5	5.0%	12	3.7%	7	2.9%	3	3.1%	3	0.6%	0	3.7%	2	4.1%	2	5.5%	8	2.6%	2	1.6%	2
Lack of 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
Lack of parking	1.1%	14	0.4%	1	2.6%	6	0.0%	0	0.7%	1	5.0%	5	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lack of 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
Limited range of goods	4.6%	60	0.7%	1	3.2%	8	8.2%	14	2.0%	2	2.5%	2	2.7%	1	1.7%	1	4.1%	2	4.3%	7	6.0%	4	14.5%	17
No petrol station	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	2.0%	3	0.0%	0	0.0%	0
Poor internal layout	0.8%	10	0.8%	2	1.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Poor quality	0.8%	10	2.0%	4	1.3%	3	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	1.1%	2	0.0%	0	0.6%	1
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.6%	8	0.0%	0	0.3%	1	0.7%	1	0.7%	1	0.7%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Too busy	1.7%	22	0.4%	1	4.9%	12	0.8%	1	0.0%	0	0.0%	0	5.7%	3	0.0%	0	3.4%	2	2.0%	3	0.0%	0	0.0%	0
Too far away	0.8%	11	1.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.4%	3	0.7%	1	1.1%	1	1.8%	2
Too small	1.4%	18	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	1.2%	1	1.1%	1	0.7%	0	4.1%	6	2.2%	2	4.2%	5
Other	3.0%	40	0.9%	2	3.7%	9	3.8%	7	4.6%	5	2.7%	3	2.6%	1	2.2%	1	2.4%	1	3.0%	5	3.8%	3	3.3%	4
Cluttered / blocked shopping aisles	0.2%	3	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%	0	1.1%	1	1.6%	2
Lack of stock on shelves	0.0%	1	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	0.0%	0	0.0%	0
Not enough checkouts open / queues at tills	0.8%	10	0.8%	2	0.3%	1	0.8%	1	0.6%	1	2.0%	2	1.1%	1	0.0%	0	1.8%	1	0.5%	1	1.1%	1	1.0%	1
Poor quality fruit and vegetables	0.8%	10	1.3%	3	0.0%	0	0.4%	1	2.1%	2	0.0%	0	1.8%	1	1.6%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Poor 'sell by' dates on goods	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Too big	0.7%	9	0.7%	1	1.0%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.2%	4	0.0%	0
· ·	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.5%	1
(Don't know)	0.0 70																							

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Meanscore: [£]																								
Q05 How much on av	erage does	your	househ	old n	ormally	spen	d on ma	in foc	d shop	ping i	n a wee	k?												
£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
£6 - £10	0.6%	8	0.4%	1	0.9%	2	0.3%	1	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
£11 - £15	0.6%	8	0.0%	0	0.3%	1	1.1%	2	1.0%	1	1.2%	1	0.6%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.5%	1
£16 - £20	2.6%	34	1.2%	2	2.0%	5	1.7%	3	5.5%	6	5.7%	5	6.0%	3	1.4%	1	6.0%	3	2.7%	4	1.1%	1	0.9%	1
£21 - £25	3.2%	42	5.4%	10	2.5%	6	1.7%	3	1.3%	1	7.2%	7	8.1%	4	1.0%	1	2.9%	1	2.1%	3	5.6%	4	0.5%	1
£26 - £30	4.3%	56		8	0.8%	2	4.0%	7	6.1%	6	8.5%	8	4.4%	2	3.1%	2	3.0%	1	2.7%	4	8.9%	6	7.1%	8
£31 - £35	2.8%	37	5.1%	10	2.8%	7	2.8%	5	3.5%	4	0.0%	0	7.0%	4	2.1%	1	1.8%	1	2.7%	4	0.7%	0	1.5%	2
£36 - £40	7.6%	99	12.2%	23	11.2%	27	6.0%	11	3.4%	3	12.2%	12	5.5%	3	8.1%	5	2.5%	1	2.9%	4	6.9%	5	4.3%	5
£41 - £45	3.0%	39	3.8%	7	1.8%	4	1.2%	2	1.1%	1	1.9%	2	4.4%	2	2.4%	1	2.3%	1	6.9%	10	1.8%	1	4.6%	5
£46 - £50	9.4%	122	12.4%	24	4.8%	11	13.3%	23	3.5%	4	10.6%	10	7.9%	4	8.2%	5	7.8%	4	7.4%	11	9.2%	7	16.5%	19
£51 - £55	2.1%	28	2.2%	4	0.9%	2	5.1%	9	0.0%	0	1.7%	2	1.2%	1	1.2%	1	1.8%	1	3.6%	5	1.4%	1	1.8%	2
£56 - £60	7.2%	94	4.1%	8	7.9%	19	4.8%	8	10.1%	10	5.6%	5	8.1%	4	6.0%	4	3.7%	2	13.1%	20	7.2%	5	7.1%	8
£61 - £65	3.5%	45		2	7.9%	19	5.9%	10	1.7%	2	1.1%	1	1.4%	1	0.5%	0	1.9%	1	2.5%	4	1.1%	1	3.9%	5
£66 - £70	6.1%	80	5.1%	10	5.6%	13	7.4%	13	12.3%	13	2.8%	3	6.3%	3	8.0%	5	10.0%	5	2.3%	3	4.6%	3	7.5%	9
£71 - £75	1.5%	20	2.5%	5	1.9%	5	2.4%	4	0.6%	1	1.2%	1	0.6%	0	2.5%	2	1.2%	1	0.0%	0	0.6%	0	1.5%	2
£76 - £80	6.9%	90	4.5%	9	4.8%	11	3.5%	6	19.3%	20	5.6%	5	6.8%	4	11.1%	7	16.0%	8	2.8%	4	11.8%	8	6.7%	8
£81 - £85	1.7%	23	2.2%	4	2.2%	5	3.6%	6	0.0%	0	0.0%	0	0.0%	0	6.4%	4	1.2%	1	0.7%	1	0.0%	0	1.2%	1
£86 - £90	3.5%	45	2.8%	5	1.3%	3	3.1%	5	1.3%	1	3.7%	4	1.2%	1	5.4%	3	10.0%	5	7.4%	11	5.9%	4	1.8%	2
£91 - £95	0.5%	6		0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£96 - £100	11.6%	152			17.1%	40	14.8%	26	6.8%		13.3%	13	9.6%	5	1.2%	1	8.5%	4	12.3%	19	8.8%		17.2%	20
£101 - £120	4.8%	62		13	8.5%	20	0.4%	1	4.7%	5	0.0%	0	3.6%	2	4.6%	3	4.1%	2	8.0%	12	2.3%	2	2.9%	3
£121 - £140	2.5%	33		8	1.9%	5	3.4%	6	1.4%	1	7.1%	7	0.0%	0	1.9%	1	1.3%	1	0.0%	0	4.5%	3	1.2%	1
£141 - £160	3.1%	40		5	3.8%	9	0.8%	1	5.6%	6	0.0%	0	0.8%	0	5.1%	3	2.6%	1	4.6%	7	7.6%	5	1.8%	2
£161 - £180	0.4%	5		0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
£181 - £200	0.4%	5	0.0%	0	0.6%	1	0.4%	1	0.0%	0	0.0%	0	1.2%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
£201 - £250	0.1%	2		0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
£251+	0.5%	6		0	2.3%	5	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.2%		11.4%	22	4.0%	9	10.8%	19	7.1%	7	7.1%	7	10.7%	6	13.6%	8	8.3%	4	8.0%	12	7.0%	5	7.0%	8
(Refused)	1.3%	17	0.7%	1	0.6%	1	0.6%	1	0.0%	0	2.2%	2	2.0%	1	0.0%	0	1.1%	1	3.7%	6	3.0%	2	1.2%	1
Mean:		72.3		65.7		83.7		69.0		70.7		63.0		61.6		77.5		75.2		74.6		73.4		69.2
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
r																								

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Stoke on Trent Household Survey For WYG

Zone 2 Zone 9 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01] Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?) 0.9% 2 0.0% 0 1.2% 2 Daily 12 0.0% 0.0% 0.7% 0.5% 3.2% 3.1% 5 1.2% 1.4% 0.7% 9.6% 125 27 10.2% 18 12 8 9.5% 5 13.7% 8 12.2% 13 3.9% 3 8.1% 10 At least two times a week 7.8% 15 11.2% 12.0% 8.7% 6 8.5% At least once a week 71.1% 929 73.2% 140 71.2% 168 74.0% 129 69.6% 72 67.6% 64 63.6% 34 68.6% 42 65.8% 33 71.4% 109 75.3% 54 71.6% 84 At least once a fortnight 11.6% 151 13.0% 25 12.7% 30 8.5% 15 5.0% 5 17.0% 16 15.6% 8 4.8% 3 11.1% 5 10.5% 16 14.1% 10 14.9% 17 3.8% 50 9 3.5% 1.5% 9 0.7% 2 7.3% 3.7% 3 At least once a month 4.8% 8 3 8.5% 1 3.2% 6.9% 4 2.5% 3.9% 5 At least every two months 0.2% 3 0.0% 0 0.3% 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 2 0.0% 0 0.0% 0 Less often 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.1% 3 0.0% 0 0.0% 0 0.7% 0 0.0% 0 Have only visited once 0.1% 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 3 (Don't know / varies) 2.4% 32 0.8% 2 1.1% 3 5.1% 9 3.4% 4 5.4% 5 5.0% 1.9% 1 2.4% 2.8% 4 1.1% 1 0.0% 0 1.06 0.98 1.02 1.10 1.07 1.03 1.20 1.03 1.09 1.20 1.01 1.06 Mean: 237 103 152 72 117 Weighted base: 1306 191 175 95 54 61 49 Sample: 1305 150 201 150 100 100 100 100 100 100 100 104 Q07 How do you normally travel to (STORE MENTIONED AT Q01)? Not asked to those who shop via 'internet / delivery' at Q01 Car / van (as driver) 59 58.0% 55 54.8% 29 105 61 72.3% 77 68.8% 872 57.4% 109 74.4% 173 68.1% 116 57.0% 81.0% 49 79.8% 39 76.6% 86.6% Car / van (as passenger) 17.1% 217 27.7% 53 15.3% 36 17.5% 30 17.8% 18 17.6% 17 23.3% 12 7.7% 5 13.0% 6 9.8% 13 5.8% 4 21.8% 23 5.2% 10 2.7% 9.8% 17 6.9% 7 6.4% 6 14.3% 8 3.6% 2 2 5 2.4% 2 2.2% 2 Bus, minibus or coach 66 5.1% 6 3.6% 3.6% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Motorcycle, scooter or 0.0% 0 0 moped Walk 6.8% 86 5.5% 10 6.9% 3.4% 6 12.9% 13 11.8% 11 7.0% 4 4.8% 3 3.6% 2 10.0% 14 4.7% 3 3.8% 4 16 1.2% 15 3.2% 0.3% 0.8% 0 0 1.1% 0.0% 0 0.0% 0 0.0% 0 Taxi 6 0.0% 6.1% 6 0.6% 1 0 0.0% Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 Bicycle 0.1% 2 0.0% 0 0.3% 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 Mobility scooter / disability 0.1% 2 0.4% 0.0% 0 0.0% 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0 vehicle 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%

95

99

0

53

99

1.9%

0.0%

1

61

99

0

49

98

0.0%

0 0.0%

137

96

0

71

99

0.0%

0

107

100

(Don't know / varies)

Weighted base:

Sample:

0.6%

7 0.7%

1267

1283

0.0%

190

148

0

233

198

0.4%

4.2%

170

147

4

103

100

0.0%

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Meanscore: [Number of minutes] Q08 How long did your last journey to (STORE MENTIONED AT Q01) take? Not asked to those who shop via 'internet / delivery' at Q01 39.5% 501 33.2% 63 43.7% 102 47.3% 80 38.8% 40 31.2% 29 30.4% 16 42.2% 26 28.1% 14 40.0% 55 46.5% 33 40.3% 43 1 - 5 minutes 6 - 10 minutes 33.6% 426 39.7% 75 37.6% 87 33.4% 57 39.5% 41 40.9% 39 30.2% 16 34.0% 21 24.9% 12 24.2% 33 18.6% 13 30.0% 32 11 - 20 minutes 21.9% 277 21.0% 40 15.1% 35 14.8% 25 19.7% 20 23.0% 22 27.9% 15 21.7% 13 36.5% 18 34.6% 47 22.8% 16 24.1% 26 3 3 0.7% 0 2.7% 3 3.3% 2 1.1% 1.2% 2 11.3% 8 2.3% 2 21 - 30 minutes 2.1% 26 1.6% 1.1% 1 0.0% 1 4.3% 2 31 - 40 minutes 0.8% 11 0.4% 0.3% 3.1% 5 2.1% 2 0.0% 0 1.2% 1 0.0% 0 2.2% 0.0% 0 0.0% 0 0.0% 0 41 - 50 minutes 0.2% 3 0.4% 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 51 - 60 minutes 0.3% 4 0.0% 0 0.6% 0.4% 1 0.0% 0 1.0% 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.7% 0 0.0% 0 0.1% 2 0.4% 0.0% 0 0 0 0.0% 0 0.0% 0 61+ minutes 1 0.0% 0 0.0% 0.6% 0.6% 0 0.0% 0 0.0% 0 0.0% 18 3.3% 3 0.5% 3.5% 2.3% 2 (Don't know / can't 1.4% 6 1.1% 3 0.4% 1 0.0% 0 0.6% 6.4% 0 2 0.0% 0 0.0% 0 remember) 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% (Refused) 10.1 10.4 9.1 9.2 9.9 11.0 11.7 9.3 12.7 10.4 11.2 9.7 Mean: Weighted base: 1267 190 233 170 103 95 53 61 49 137 71 107 1283 148 198 147 100 99 99 99 98 96 99 100 Sample: Q09 When do you do your main food shopping? 40.4% 96 47.3% 83 45 44.2% 42 50.3% 27 32.8% 20 53.0% 26 32.3% 49 41.9% 30 37.2% Weekdays during the day 42.9% 561 52.0% 43.7% Weekdays during the 14.0% 183 8.7% 17 15.9% 38 13.1% 23 11.7% 12 16.2% 15 12.1% 23.0% 6.4% 3 15.2% 23 25.0% 18 11.7% 14 14 evening Saturday 13.9% 181 20.0% 38 16.2% 38 14.6% 25 10.1% 10 8.6% 8 11.5% 6 14.7% 9 12.6% 6 9.2% 14 11.5% 8 14.2% 17 4.5% 59 2.5% 5 4.7% 11 3.5% 6 2.1% 2 0.0% 0 3.5% 2 8.3% 5 2.6% 10.9% 17 0.0% 0 8.2% 10 Sunday 1 (Don't know / varies) 24.7% 322 16.8% 32 22.6% 54 21.5% 38 32.5% 34 31.0% 29 22.6% 12 21.1% 13 25.4% 13 32.5% 49 21.6% 15 28.7% 34 1306 191 237 175 103 95 54 49 152 72 117 Weighted base: 61

100

100

100

100

100

100

104

Sample:

1305

150

201

150

100

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Stoke on Trent Household Survey For WYG

Weighted:

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone	8	Zone 9	•	Zone 1	0	Zone 1	1
Q10 When you go main Not asked to those who						vith ar	y other	activ	ity?															
Yes – non-food shopping	7.9%	100	13.4%	25	6.5%	15	9.0%	15	8.6%	9	3.4%	3	5.0%	3	3.0%	2	6.0%	3	3.6%	5	7.1%	5	13.8%	15
Yes – other-food shopping	6.2%	78	1.5%	3	2.9%	7	5.8%	10	5.6%	6	5.6%	5	5.7%	3	3.1%	2	7.4%	4	10.4%	14	12.2%	9	14.9%	16
Yes – visiting services such as banks and other financial institutions	1.9%	24	0.0%	0	2.6%	6	2.0%	3	3.2%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1	4.6%	6	2.8%	2	1.8%	2
Yes – leisure activity	2.9%	37	3.1%	6	0.9%	2	0.0%	0	2.4%	2	0.6%	1	4.2%	2	2.5%	2	0.0%	0	7.2%	10	5.1%	4	8.4%	9
Yes – travelling to/from work	4.3%	54	2.3%	4	3.0%	7	0.9%	1	0.7%	1	12.4%	12	5.1%	3	6.8%	4	6.8%	3	4.9%	7	4.8%	3	8.0%	9
Yes – travelling to/from school/college/university	0.6%	7	0.0%	0	,	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
es – getting petrol	0.9%	12	0.8%	2	0.9%	2	1.4%	2	1.1%	1	0.0%	0	0.6%	0	3.9%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0
es – visiting café / pub / restaurant	1.5%	19	2.7%	5	1.2%	3	1.5%	3	1.8%	2	0.6%	1	1.2%	1	0.5%	0	1.9%	1	2.4%	3	0.6%	0	0.5%	1
es – visiting family/friends	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.7%	1	0.0%	0	1.2%	1
es – visiting health service such as doctor, dentist, hospital	0.6%	7	0.0%	0	0.9%	2	0.0%	0	2.2%	2	0.6%	1	0.6%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0	0.5%	1
es – visiting other service such as laundrette, hairdresser, recycling	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1
Yes – getting petrol	1.3%	17	0.4%	1	1.6%	4	3.8%	6	1.1%	1	1.0%	1	1.5%	1	1.9%	1	1.2%	1	0.7%	1	0.7%	0	0.0%	0
es – visiting family / friends	1.5%	19	0.9%	2	2.5%	6	0.4%	1	3.6%	4	2.7%	3	0.8%	0	1.0%	1	1.8%	1	0.6%	1	1.1%	1	1.1%	1
Yes – other activity	0.8%	10	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	3.4%	2	1.2%	2	0.7%	0	4.0%	4
activity	67.1%	850	70.2%	133	73.7%	171	72.9%	124	68.9%	71	70.1%	66	69.4%	37	72.4%	44	63.5%	31	61.3%	84	61.1%	43	42.3%	45
s - go to market	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
on't know / varies)	1.8%	23	4.0%	8	0.9%	2	0.4%	1	0.7%	1	1.1%	1	2.7%	1	2.4%	1	3.1%	2	2.3%	3	1.0%	1	2.4%	3
eighted base:		1267		190		233		170		103		95		53		61		49		137		71		107
ample:		1283		148		198		147		100		99		99		99		98		96		99		100

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Stoke on Trent Household Survey For WYG

Weighted: July 2013

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	ı
Q11 Where do you do this Those who said 'Yes' to 'I			er food' or	'Finc	ancial inst	itutio	ns' at Q10																	
Zone 1																								
Aldi, Victoria Road, Berry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.20/		0.00/		0.00/	0	0.00/		0.00/	0	c 10/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	
Aldi, Leek New Road, Norton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Victoria Road, Berry Hill, 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
Co-operative Food, Abbots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Hulton																								
Co-operative Food, 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
New Road, Baddeley																								
Co-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Road, Bucknall					,.							Ĭ	,.		0.0,0		,						,	•
Co-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Northwood																								
Co-operative Food, Hanley Road, Sneyd Green	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0
Co-operative Food, 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
Road, Stoke-on-Trent Heron Foods, Leek 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
Abbey Hulton	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O .
Heron Foods, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Charles Street, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Coinchaurta Etmaio Dood	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
Sainsbury's, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clough Street, 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
Local Shops, City Centre (Hanley)	12.3%	25	37.9%	11	5.8%	2	12.4%	4	0.0%	0	18.2%	2	5.3%	0	0.0%	0	4.1%	0	3.2%	1	0.0%	0	18.3%	6
Local Shops, Fenton Town Centre	0.6%	1	0.0%	0	0.0%	0	2.1%	1	3.3%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0
Abbey Hulton - Abbots Road 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
Abbey Hulton - Leek Road 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
Baddeley Green - Baddeley Green Lane 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
Bentilee - Beverley Drive 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
Bentilee - Devonshire Square Local Centre	0.7%	1	4.9%	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
Bentilee - Ford Hayes Lane Local Centre Berry Hill - Twigg Street	0.0%	0		0	,.	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Birches Head - Diana 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
Local Centre Bucknall - Causeley 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
Local Centre Bucknall - Werrington 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
Local Centre Eaton Park - Southall Way	0.0%	0		0		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 Centre Etruria - Etruria Old 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
Local Centre Fenton - King Street Local	0.0%	0	0.0%	0		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 Fenton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Heron Cross - Heron Street/Grove Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Milton - Leek Road/Millrise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Northwood - Keelings 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
Local Centre Norton Park - Leek New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Shelton - College Road 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Shelton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Sneyd Green - Milton Road 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	
Berryhill Trading Estate, 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	
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	
Victoria Road Retail Park, 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	
Intu Potteries Shopping Centre, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Festival Heights Retail Park, Greyhound 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	3.2%	7	7.9%	2	0.0%	0	7.7%	2	0.0%	0	19.7%	2	6.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Festival Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Range, City 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	
Wickes, Victoria Road, Stoke-on-Trent Zone 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	
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	1.3%	3	9.0%	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	
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Church Street, Audley	0.3%	1	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	0.0%	0	
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Barbridge Road, Waterhayes Village, 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	
Co-operative Food, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8	3	Zone 9		Zone 10)	Zone 11	Į.	
Road, Chesterton Co-operative Food, Windermere 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	
Clayton Co-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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	
Co-operative Food, High Street, Maybank, 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	
Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Newcastle-under-Lyme Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 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	
High Street, Wolstanton Heron Foods, Castle Walk, 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	
Iceland, Roebuck Centre, 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	
Lidl, Lower 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	
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	
Morrisons, Lower Milehouse Lane,	0.3%	1	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	0.0%	0	
Newcastle-under-Lyme Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.3%	1	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	0.0%	0	
Tesco Express, Church Street, 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	
Local Shops, 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	
Local Shops, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Chesterton	0.3%	1	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	0.0%	0	
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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	
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme Town Centre	12.1%	25	0.0%	0	69.5%	19	0.0%	0	28.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
	0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004	0
Local Shops, Silverdale Local Shops, Wolstanton	0.0% 0.0%	0	0.0% 0.0%	0 0																				
Castle Walk Shopping Centre, 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
Roebuck Centre, 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
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.7%	1	0.0%	0	5.3%	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
York Place, 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
Garners Garden Centre, Cemetery Road, Silverdale, 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
Homebase, Brook Lane, 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
Homebase, Wolstanton Retail Park, 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
Northwood Garden Centre, Clayton Road, Clayton Zone 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
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3	•	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	Į.
Centre, Longton celand, Bennett Precinct, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cesco Extra, Longton Retail Park, Baths Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cesco Superstore, Lysander Road, Meir Retail Park, Meir	0.6%	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
Tesco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Blythe Bridge	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	10.3%	21	6.0%	2			46.2%	-	26.7%	5		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0
Local Shops, Meir Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Meir - Sutherland 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
Local Shops, Meir - Weston 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
Blurton - Blurton Road Local Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blurton - Finstock Avenue 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
Blurton - Nashe Drive 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
Blurton - Wimborne Avenue 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
Dresden - Carlisle Street 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
Dresden - Trentham Road 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
Hollybush - Blurton Road 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
Lightwood - Belgrave Road 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
Meir Hay - Amison Street 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
Meir Park - Lysander Road Local Centre	0.9%	2	0.0%	0	0.0%	0	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
Normacot - Uttoxeter Road 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
Sandford Hll - Heathcote Street 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
Weston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Local Centre Veston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	5	Zone 7	,	Zone 8	3	Zone 9		Zone 10)	Zone 11	1	
Kingsway Local Centre	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	
Weston Coyney - Westonfields Drive Local Centre	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	
Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0		0	
Phoenix Retail Park, Longton	1.1%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	2		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Meir Retail Park, Uttoxeter Road, Meir	1.0%	2	0.0%	0	2.9%	1	4.2%	1	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Meir Retail Park, Whittle Road, Meir	0.9%	2	0.0%	0	0.07.0	0	6.3%	2	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	,	0	
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
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	0.0%	0	0.0%	0	
Co-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	,.	0	0.0%	0			0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	,	0	
Co-operative Food, Hartshill Road, Hartshill	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	
Co-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	
Heron Foods, Campbell Place, Stoke-on-Trent Iceland, Boothen Park,	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	
London Road, Stoke Town Centre	0.5%	1	0.0%	U	0.0%	U	0.0%	U	3.3%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Lidl, Boothen Park, Stoke 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	
Sainsbury's, Minton House, London Road, Stoke 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	
Tesco Superstore, Newcastle Road, Springfields, 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	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	3.3%	7	9.0%	3	0.0%	0	0.0%	0	22.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Trent Vale Basford - Etruria Road Local	0.4% 0.0%	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	
Centre Hanford - Mayne Street 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	ı
Harpfield - Woodberry Close 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
Hartshill - Hartshill Road 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
Oakhill - London Road 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
Penkhull - Manor Court Road 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
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
rentham - Werburgh Drive Local Centre	0.0%	0	0.0%	0	0.07.0	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	,	0
rentham Lakes - Stanley Matthews Way 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
Vest End - London Road 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
truria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0
ewstead Industrial Estate, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0
pringfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rentham Garden Centre, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ldi, Brownhills Road, Tunstall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Scotia Road, 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
o-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, High Lane, 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
rmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
eron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0		0	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, Burslem Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		12.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Longport ank Top - High Lane Local	0.0% 0.0%	0		0	0.0% 0.0%	0																		
Centre radeley - Joyce Avenue 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

e e																									·
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	1	
Cobridge - Waterloo 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	
Local Centre Middleport - Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Newford - Community Drive 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	
Norton - Knypersley Road 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	
Norton - Pinfold Avenue 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	
Smallthorne - Ford Green Road 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	
Stanfield - Haywood Road 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	
Proctor's Nursery, 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	
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, High Street, Tunstall	0.2%	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	0.0%	0	0.0%	0	
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Tunstall Town Centre	6.1%	12	9.0%	3	0.0%	0	0.0%	0	0.0%	0	44.0%	4	77.7%	5	0.0%	0	16.3%	1	0.0%	0	0.0%	0	0.0%	0	
Chell Heath - Chell Heath Road Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Goldenhill - High Street 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	
Great Chell - Biddulph Road 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	
Wickes, Marlborough Road, Nr. 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	
Zone 7																									
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	
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, High Street, Talke	0.0%	0	0.0%	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	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, 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	
Local Shops, Kidsgrove Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,.	0	5.3%		67.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	I
	0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004	
Local Shops, Talke Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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, Pit Lane, Jamage Road Industrial Estate, Talke Pits Zone 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Biddulph Town Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Biddulph Moor Other, Staffordshire Moorlands (Zone 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	0.070	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 9	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
Aldi, Haywood Street, Leek Asda (former Netto), Ashbourne Road, Cheadle	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		0.0% 0.0%	0	0.0% 0.0%	0	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 (former Netto), Springfield Road, 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
Co-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Abbotts Road, 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
Co-operative Food, Picton 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
Co-operative Food, Portland Street North, 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
Co-operative Food, High Street, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Washerwall Lane, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Smithfield Centre, Leek	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	6.3%	2	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle Morrisons, Well Street, Cheadle	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Morrisons, Newcastle Road, Leek	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	3.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cheadle Town Centre	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	14.9%	4	0.0%	0	0.0%	0
Local Shops, Leek Town Centre	6.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	51.1%	13	0.0%	0	0.0%	0
Local Shops, Tean	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	6.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	l
Local Shops, Werrington Smithfield Centre, Leek Bridge End Garden Centre,	0.0% 0.0% 0.0%	0 0 0																						
Macclesfield Road, Leek Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 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
Zone 10										_		_								_				
Aldi, Stafford Road, Stone Co-operative Food, Stafford	1.6% 0.0%	3 0	0.0% 0.0%	0	20.9% 0.0%	3 0	0.0% 0.0%	0																
Street, Eccleshall Co-operative Food, Eccleshall Road, Walton, 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
Co-operative Food, High Street, 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
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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
Morrisons, Church/Mill Street, 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
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	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	2.6%	0	0.0%	0
Local Shops, 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
Local Shops, Stone Town Centre	3.8%	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	49.6%	8	0.0%	0
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0
Aldi, Holmes Chapel Road, West Heath, 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
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
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bromley Road, 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
Co-operative Food, St Johns Road, Buglawton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, West Heath Shopping Centre, Sandbach 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	•	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
Congleton Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Market Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Marks & Spencer Simply Food, Congleton Retail Park, 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
Morrisons, Bridestone Shopping Centre, 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	1.8%	1
ainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sesco Superstore, Barn Road, 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
Local Shops, Alsager Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
ocal Shops, Congleton Town Centre	8.1%	16	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	48.1%	16
ocal Shops, Newbold Astbury	2.4%	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	14.7%	5
Local Shops, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridestone Shopping Centre, 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
Capitol Walk Shopping Centre, 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
Congleton Retail Park, Congleton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Astbury Meadow Garden Centre, Newcastle 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
Congleton Outside the Study Area - Birmingham																								
Local Shops, Birmingham City Centre Dutside the 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
Cannock Chase 3&Q, Wyrley Brook, Vine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Cannock Vickes, Hollies Park Road, Cannock Putside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	í	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	l
Aldi, Station Road, Nantwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cumberland 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	0.0%	0	0.0%	0
Γesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hibel Road, 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	0.0%	0	0.0%	0
Fesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	2.0%	4	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	8.4%	3
Local Shops, Macclesfield 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	0.0%	0	2.2%	1
Local Shops, Sandbach 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
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Green Retail Park, Brindley Way,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Macclesfield	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
8&Q, Weston Road, Crewe	0.0%	0	0.0%	0		0	0.0%	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, Statham 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
Homebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	١	Zone 11	
	0.00/	0	0.00/	0	0.004	0	0.00/	0	0.00/	0	0.00/		0.004	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0
Iomebase, Old Mill Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vickes, Hulley Road, Macclesfield Outside the Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Cheshire Oaks, Ellesmere Port Dutside the 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
Derbyshire Dales Co-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne 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	3.2%	1	0.0%	0	0.0%	0
Homebase, Waterside Park, Clifton Road, Ashbourne Dutside the Study Area - East Midlands Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Derby 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
Ceinte Giltbrook Retail Park (IKEA), Nottingham Dutside the Study Area - East 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
Cesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	1.5%	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	11.7%	3	0.0%	0	0.0%	0
Oovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Manchester City Centre Outside the 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

Weighted:	

Weighted:											For	W	YYG											Jul	ıly 2013
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Merseyside Local Shops, Liverpool 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	
Outside the Study Area - Newcastle-under-L yme																									
Co-operative Food, Eccleshall Road, Loggerheads Outside the Study Area - North West Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wilmslow 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	
Local Shops, Winsford 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	
Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Handforth Dean Retail Park, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trafford Centre, Manchester Outside the Study Area - 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	
Asda (former Netto), 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	
Lidl, Towers Lawn, 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	
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	
Local Shops, Market Drayton Town Centre	0.3%	1	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	0.0%	0	
Homebase, Axis Centre, Market Drayton Outside the Study Area - South 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	
Hollybush, Warstone Road, Shareshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside the Study Area - Stafford																									
Asda Superstore, 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	
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	0.0%	0	0.0%	0	
Sainsbury's, Chell Road, 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	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7	,	Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Tesco Extra, Newport 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	
Stafford																									
Local Shops, Stafford Town Centre	1.5%	3	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0		0		0	0.0%		19.4%	3		0	
Friary Retail Park, Stafford Greyfriars Place 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Guildhall Shopping Centre, 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	
Hough 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	
Madford 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	
Queens 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	
B&Q, Lichfield Road, 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	
Homebase, Greyfriars Business 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	
Wickes, Madford Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Street, 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	
Waitrose, Audley Road, 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	
Local Shops, 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	
Local Shops, Telford Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	212,2	0	0.0%	0	0.0%	0	,	0	
B&Q, Telford Bridge Retail Park, Telford Outside the 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	
West Midlands Region																									
Local Shops, Penkridge 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	
Local Shops, 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	
Local Shops, Walsall 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	
Local Shops, Wolverhampton 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	
Gallagher Retail Park (IKEA) Ikea, Wednesbury Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Tota	al	Zone	1	Zone 2	2	Zone :	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone	8	Zone	9	Zone 1	0	Zone 1	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.8%	6	16.4%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		202		28		28		28		18		8		6		4		7		25		16		33
Sample:		218		21		30		31		14		13		14		9		20		17		22		27
Q12 Do you make 'top u	ıp' shop	ping t	rips for	staple	goods,	such	as brea	d and	l milk, ir	n betv	veen yo	ur ma	in food	shop	ping trip	?								
Yes	71.6%	936	75.1%	143	77.5%	183	68.8%	120	69.0%	71	72.6%	69	52.0%	28	75.3%	46	74.0%	37	68.2%	104	63.3%	45	75.7%	89
No	28.4%	370	24.9%	48	22.5%	53	31.2%	55	31.0%	32	27.4%	26	48.0%	26	24.7%	15	26.0%	13	31.8%	48	36.7%	26	24.3%	29
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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Stoke on Trent Household Survey For WYG

Weighted: For WYG

	Total	l	Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6	,	Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	ı
Q13 Where did you last Q Asked to those who do t				p-up	o' shoppi	ng?																		
Zone 1																								
Aldi, Victoria Road, Berry Hill, Fenton	1.5%	14	5.3%	8	0.0%	0	4.1%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Leek New Road, Norton	1.2%	11	4.6%	7	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Victoria Road, Berry Hill, Fenton	1.0%	9	4.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Abbots Road, Abbey Hulton	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.8%	7	5.1%	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
Co-operative Food, Werrington Road, Bucknall	0.7%	6	3.8%	5	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
Co-operative Food, Christchurch Street, Fenton	0.2%	2	1.0%	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
Co-operative Food, Millrise Road, Milton	0.5%	4	2.9%	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
Co-operative Food, Keelings Road, Northwood	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
Co-operative Food, Hanley Road, Sneyd Green	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
Co-operative Food, Leek Road, Stoke-on-Trent	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Leek Road, Abbey Hulton	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
Heron Foods, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dividy Road, Bentilee	0.3%	3	1.9%	3	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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	1.2%	11	3.6%	5		2	0.5%	1	0.0%	0		1	3.5%	1	0.7%	0	0.0%	0	1.0%	1	0.9%	0	0.0%	0
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.5%	14	1.6%	2	0.0%	0	0.6%	1	2.4%	2	3.6%	3	0.0%	0	0.8%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Sainsbury's, Etruria Road, Stoke-on-Trent	1.5%	14	1.4%	2	0.4%	1	1.6%	2	4.1%	3	8.6%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clough Street, Stoke-on-Trent	2.2%	21	12.4%	18	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, City Centre (Hanley)	1.2%	11	5.0%	7	0.8%	1	0.6%	1	0.0%	0	0.8%	1	1.2%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Fenton Town Centre	0.5%	4	3.0%	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
Abbey Hulton - Abbots Road Local Centre	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
Abbey Hulton - Leek Road Local Centre Baddeley Green - Baddeley	0.3%	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
Green Lane Local Centre Bentilee - Beverley Drive	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
Local Centre Bentilee - Devonshire Square	0.4%	3	2.4%	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
Local Centre Bentilee - Ford Hayes Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Berry Hill - Twigg Street	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Birches Head - Diana Road Local Centre	0.8%	7	5.1%	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
Bucknall - Causeley Road 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
Bucknall - Werrington Road Local Centre	1.0%	10	6.8%	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
Eaton Park - Southall Way 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	21272	0
Etruria - Etruria Old Road Local Centre	0.1%	1	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
Fenton - King Street Local Centre	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
Fenton - Victoria Road Local Centre Heron Cross - Heron	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street/Grove Road Local Centre	0.070	U	0.070	U	0.070	Ü	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	U	0.070	Ü	0.070	U	0.070	U
Milton - Leek Road/Millrise Road Local Centre	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood - Keelings Road 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
Norton Park - Leek New Road 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
Shelton - College Road 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	<u> </u>	Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	1	
Shelton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Sneyd Green - Milton Road Local Centre Zone 2	0.4%	3	2.4%	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	
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.4%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.9%	8	0.0%	0	3.6%	7	0.0%	0	1.0%		0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Church Street, Audley	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	
Co-operative Food, Oxford Road, Basford Co-operative Food,	0.1%	1	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%		0.0%	0	
Hanbridge Avenue, Bradwell	0.6%	3	0.0%	U	3.0%	3	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Co-operative Food, Barbridge Road, Waterhayes Village, Chesterton	0.4%	4	0.0%	0	2.1%	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	
Co-operative Food, London Road, Chesterton	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Windermere Road, Clayton	0.5%	5	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	0.0%	0	
Co-operative Food, The Moss, Madeley	0.6%	5	0.0%	0	2.8%	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	
Co-operative Food, Clayton 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	
Co-operative Food, High Street, Maybank, Newcastle-under-Lyme	0.3%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, 1 - 2 Westbury Centre, Westbury Road, Newcastle-under-Lyme	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, The Parade. Silverdale	0.8%	7	0.0%	0	4.1%	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	
Co-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.4%	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	
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.8%	7	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	
Lidl, Lower Street,	0.7%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	<u> </u>	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	1
Newcastle-under-Lyme Makro, Parkhouse Industrial.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.070	U	0.070	U	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O
Morrisons, Goose Street,	1.4%	14	0.0%	0	5.3%	10	1.0%	1	3.3%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Morrisons, Lower Milehouse	1.5%	14	0.0%	0	7.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Newcastle-under-Lyme	1.570	14	0.070	U	7.870	14	0.0%	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	Ü
Visa, Paris Avenue,	0.2%	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	0.0%	0
Newcastle-under-Lyme																								
ainsbury's, Liverpool Road,	2.4%	23	0.0%	0	9.9%	18	0.0%	0	4.0%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Newcastle-under-Lyme	0.101		0.001	^	0.457		0.000	_	0.00	_	0.000	^	0.001	_	0.65	_	0.001	_	0.00	_	0.001	_	0.001	0
Yesco Express, Church Street, Audley	0.1%	1	0.0%	0	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
ocal Shops, Audley	0.1%	1	0.0%	0	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
Local Shops, Baldwin's Gate	0.1%	1	0.0%	0	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
ocal Shops, Bignall End	0.1%	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
ocal Shops, Chesterton	0.2%	2	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%	0
ocal Shops, Clayton	0.1%	1	0.0%	0	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
ocal Shops, Keele	0.1%	1	0.0%	0	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
ocal Shops, Knutton	0.4%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Madeley	0.1%	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
Local Shops, Newcastle-under-Lyme Town Centre	1.9%	18	0.0%	0	8.2%	15	0.0%	0	0.8%	1	0.8%	1	1.2%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Silverdale	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wolstanton	0.1%	1	0.0%	0	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
Local Shops, Woore	0.1%	1	0.0%	0	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
Cone 3	0.170	•	3.070	•	0,0	•	3.070	~	3.070	•	3.070	Ü	0.070	3	0.070	Ü	0.070	Ü	3.070	~	5.070	J	0.070	-
aldi, Whittle Road, Meir Retail Park, Meir	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Finstock Avenue, Blurton	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Uttoxeter Road, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Unit 1, Anchor Road, Longton	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Wimborne Avenue,	0.6%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newstead Co-operative Food, New Kingsway, Weston Coyney	0.7%	7	0.0%	0	0.0%	0	5.5%	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

	Total		Zone 1		Zone 2		Zone 3	•	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L
Santada Edanas Dad	0.20/	2	0.50/	1	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	0.00/	0
Farmfoods, Edensor Road, Longton	0.2%	2	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	0.6%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	1.5%	14	1.4%	2	0.0%	0	7.8%	9	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Pesco Superstore, Lysander Road, Meir Retail Park, Meir	2.0%	19	0.0%	0	0.0%	0	14.5%	17	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Fesco Express, Amison Street, Meir Hay, Longton	2.0%	19	4.5%	7	3.0%	5	5.9%	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
Local Shops, Caverswall	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Forsbrook	0.8%	7	0.0%	0	0.0%	0	6.2%	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
ocal Shops, Longton Town Centre	0.9%	9	1.4%	2	0.0%	0	5.6%	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
Local Shops, Meir Town Centre	0.3%	3	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	0.0%	0	0.0%	0
Blurton - Blurton Road 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
Blurton - Finstock Avenue Local Centre	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
Blurton - Nashe Drive Local Centre	0.8%	7	0.0%	0	0.0%	0	5.9%	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
Blurton - Wimborne Avenue 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
Dresden - Carlisle Street 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
Dresden - Trentham Road 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
Hollybush - Blurton Road 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
Lightwood - Belgrave Road 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
Meir Hay - Amison Street 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
Aeir Park - Lysander Road 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
Normacot - Uttoxeter Road 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
Sandford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Veston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	ı	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Place Local Centre Weston Coyney - New Kingsway 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
Weston Coyney - Westonfields Drive 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
Zone 4																								
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.8%	8	0.0%	0	2.6%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	1.2%	12	0.0%	0	1.7%	3	2.5%	3	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Co-operative Food, Mayne Street, Hanford	0.5%	5	0.0%	0		0		0	6.8%	5		0	0.0%	0			0.0%	0	0.0%	0			0.0%	0
Co-operative Food, Hartshill Road, Hartshill	0.2%	2	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
Co-operative Food, Manor Court Street, Penkhull	0.1%	1	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
Heron Foods, Campbell Place, Stoke-on-Trent	0.1%	1	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
celand, Boothen Park, London Road, Stoke Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothen Park, Stoke Town Centre	0.2%	2	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
ainsbury's, Minton House, London Road, Stoke Town Centre	1.6%	15	0.6%	1	0.0%	0	0.5%	1	17.2%	12	0.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	1.9%	18	0.0%	0	4.4%	8	4.1%	5	4.7%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Геsco Express, Esso Garage, Hartshill Road, Hartshill	0.7%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stoke Town Centre	0.6%	5	0.6%	1		0	1.8%	2		2		0	0.0%	0		0		0	0.0%	0		0	0.0%	0
Basford - Etruria Road 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
Hanford - Mayne Street Local Centre	0.1%	1	0.0%	0		0	0.0%		1.5%	1	0.0%	0	0.0%	0			0.0%	0	0.0%	0		0		0
Iarpfield - Woodberry Close Local Centre	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
Hartshill - Hartshill Road Local Centre	0.1%	1	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
Oakhill - London Road 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
Penkhull - Manor Court Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
	0.14		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004	
Frentham - The Lea Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Γrentham - Werburgh Drive 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
Γrentham Lakes - Stanley Matthews Way Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 West End - London Road Local Centre Zone 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
Aldi, Brownhills Road, Tunstall	1.1%	10	0.0%	0	2.5%	5	0.0%	0	0.0%	0	5.9%	4	2.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda (former Netto), Scotia Road, Tunstall	1.8%	17	0.0%	0	0.7%	1	0.0%	0	0.0%	0	9.7%	7	8.2%	2	8.1%	4	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Knypersley Road, Norton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Lane, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Moorlands Road, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Ford Green Road, Smallthorne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Brown Edge Local Shops, Burslem Town Centre	0.5% 0.9%	4 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		6.2% 12.7%	4 9	0.0% 0.0%	0										
Bank Top - High Lane 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
Bradeley - Joyce Avenue 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
Cobridge - Waterloo Road 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
Middleport - Newcastle Street 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
Newford - Community Drive Local 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
Norton - Knypersley Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton - Pinfold Avenue 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
mallthorne - Ford Green Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		1.5%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Stanfield - Haywood Road Local Centre Zone 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
Asda Superstore, Scotia	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	8.8%	2	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	5	Zone '	7	Zone	8	Zone 9	١	Zone 1	0	Zone 11	l	
Road, Tunstall (opposite Matalan / Next)																									
Lidl, High Street, Tunstall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Biddulph	0.9%	9	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.9%	1	9.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Great Chell																									
Local Shops, Tunstall Town	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	13.2%	4	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	
Centre	0.10/		0.00/		0.00/	0	0.00/		0.00/		0.00/	0	2.50/		0.00/		0.00/		0.00/		0.00/		0.00/	0	
Chell Heath - Chell Heath Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Goldenhill - High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Centre	0.170	1	0.0%	U	2.070	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.070	U									
Great Chell - Biddulph 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	
Local Centre	0.070	U	0.070	0	0.070	Ü	0.070	J	0.070	U	0.070	U	0.070	J	0.070	J	0.070	v	0.070	U	0.070	U	0.070	•	
Zone 7																									
Aldi, Liverpool Road,	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	21.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Kidsgrove																									
Co-operative Food, Cedar	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	
Avenue, Kidsgrove																									
Co-operative Food, High	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street, Talke	0.20/	2	0.00/		0.00/	0	0.00/		0.00/		0.00/	0	1 40/		5.50/	2	0.00/		0.00/		0.00/	0	0.00/		
Co-operative Food, Whitehill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	Ü	0.0%	0	1.4%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Whitehill Tesco Superstore, Liverpool	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	33.0%	15	0.8%	0	0.0%	0	0.0%	0	9.3%	8	
Road, Kidsgrove	2.070	24	0.070	U	1.470	U	33.070	13	0.670	U	0.070	U	0.070	U	9.370	0									
Local Shops, Kidsgrove	0.4%	3	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	0.0%	0	0.0%	0	
Town Centre	01.70		0.070		0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	Ü	7.1170		0.070	Ü	0.070		0.070		0.070		
Local Shops, Silverstone	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	
Crescent (Packmoor)																									
Zone 8																									
Sainsbury's, Wharf Road,	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.7%	2	2.5%	1	58.5%	21	0.0%	0	0.0%	0	0.0%	0	
Biddulph																									
Local Shops, Biddulph Town	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	8	0.0%	0	0.0%	0	0.0%	0	
Centre	0.004	^	0.004	0	0.004	_	0.004	_	0.007	_	0.004	^	0.007		0.00/		0.00/		0.007	_	0.007	^	0.007	0	
Local Shops, 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	
Local Shops, Brown Lees Zone 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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Haywood Street, Leek	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	13	0.0%	0	0.0%	0	
Asda (former Netto),	0.4%	3	0.0%	0		0	2.1%	3	0.0%		0.0%	0		0			0.0%	0	0.8%	13	0.0%	0		0	
Ashbourne Road, Cheadle	0.170	J	3.070	Ü	3.070	Ü	2.170	2	3.070	v	3.070	3	0.070	3	0.070	3	0.070	3	0.070	•	0.070	0	0.070	Ŭ	
Asda (former Netto),	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	13	0.0%	0	0.0%	0	
Springfield Road, Leek		-				-		-		-		-								-		-			
Co-operative Food, Tean	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	
Road, Cheadle																									
Co-operative Food, Abbotts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Leek																									
Co-operative Food, Picton	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	5.4%	6	0.0%	0	0.0%	0	
Street, Leek																									

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	1
Co-operative Food, Portland Street North, Leek	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	3.8%	4	0.0%	0	0.0%	0
Co-operative Food, High Street, Tean	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
Co-operative Food, Washerwall Lane, Werrington	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	2.9%	3	0.0%	0	0.0%	0
Farmfoods, The Smithfield Centre, Leek	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	2.5%	3	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	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	2.5%	3	1.1%	0	0.0%	0
Morrisons, Well Street, Cheadle	0.8%	7	0.0%	0	0.0%	0	0.5%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	1.8%	17	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	0	1.6%	2	0.0%	0	0.0%	0
Local Shops, Cheadle Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Local Shops, Cheddleton	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	1.6%	2	0.0%	0	0.0%	0
Local Shops, Ipstones	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	2.5%	3	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
Local Shops, Tean Zone 10	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	2.9%	3	0.0%	0	0.0%	0
Aldi, Stafford Road, Stone	0.7%	7	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	13.8%	6	0.0%	0
Co-operative Food, Stafford Street, Eccleshall	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	0.0%		10.4%	5	0.0%	0
Co-operative Food, Eccleshall Road, Walton, Stone	0.9%	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	19.6%	9	0.0%	0
Co-operative Food, High Street, 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	3.9%	2	0.0%	0
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr Stone	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	1.1%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	1.0%	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	20.7%	9	0.0%	0
Local Shops, 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	2.0%	1	0.0%	0
Local Shops, Eccleshall 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
Local Shops, Sandyford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stone Town Centre	0.6%	5	0.0%	0	0.4%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Zone 11 Aldi, Holmes Chapel Road, West Heath, Congleton	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	4.8%	4

											_		_												
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8	1	Zone 9		Zone 10)	Zone 1	1	
Aldi, Mountbatten Way,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.2%	5	
Congleton Co-operative Food, Lawton	1.6%	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	16.9%	15	
Road, Alsager Co-operative Food, Bromley 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	0.7%	1	
Co-operative Food, St Johns Road, Buglawton, Congleton	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	0.0%	0	0.0%	0	5.7%	5	
Co-operative Food, West Heath Shopping Centre, Sandbach Road,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	
Congleton Co-operative Food, Congleton Road, Scholar	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	0.7%	1	
Green Farmfoods, Market Street, Congleton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	
Marks & Spencer Simply Food, Congleton Retail Park, Congleton	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	
Morrisons, Bridestone Shopping Centre, Congleton	1.0%	9	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	10.3%	9	
Sainsbury's Local, Crewe Road, Alsager	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	
Tesco Superstore, Barn Road, Congleton	0.4%	4	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	4.2%	4	
Local Shops, Alsager Town 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	4.8%	4	
Local Shops, Astbury Local Shops, Congleton	0.1% 0.6%	1 6	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 6.4%	1 6	
Town Centre Local Shops, Rode Heath	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	2.4%	2	
Other, Cheshire East Outside the Study Area - Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Local Shops, Birmingham City Centre Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	
Aldi, Station Road, Nantwich	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	0.0%	0	
Aldi, Middleton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Sandbach Asda Superstore, Victoria	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cumberland 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	0.0%	0	0.0%	0
Cesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Hibel Road, 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	0.0%	0	0.0%	0
Fesco Superstore, Wheelock Street, Middlewich	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	2.4%	2
Waitrose, Flat Lane, Sandbach	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
Local Shops, Crewe 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
Local Shops, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandbach Town Centre Dutside the Study Area - Chester West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cocal Shops, Chester City Centre Outside the Study Area - Derbyshire Dales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne Local Shops, Ashbourne Town Centre Dutside the Study Area - East Staffordshire	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tesco Superstore, Brookside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Uttoxeter	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	O
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																								
Local Shops, Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-L yme																								
Co-operative Food, Eccleshall Road,	0.2%	2	0.0%	0	0.4%	1	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
Loggerheads Outside the Study Area - Shropshire																								
Asda (former Netto), 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
Lidl, Towers Lawn, 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
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
Local Shops, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Town Centre Outside the Study Area - Stafford																								
Asda Superstore, 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
Lidl, Madford 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
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	0.0%	0	0.0%	0
Sainsbury's, Chell Road, 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%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Extra, Newport Road, 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
Local Shops, Stafford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High Street, 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
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	4.3%	2	0.0%	0
Local Shops, 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

(Don't know / can't

remember)

Weighted base:

Sample:

Stoke on Trent Household Survey For WYG

1 12.0%

69

68

3

28

52

0.8%

0 0.8%

46

71

0 4.7%

37

69

5 0.0%

104

61

0

45

67

0.8%

89

79

Total Zone 2 Zone 9 Zone 10 Zone 11 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Local Shops, Telford Town 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 Centre Others Other - Outside Study Area 0.6% 5 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 4.4% 4 Internet / delivery 0.2% 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 1.1% 0 0.0% 0

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01]

5 1.5%

71

64

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

1.9%

3

143

108

1.7%

3 2.0%

183

150

2 6.7%

120

101

Asked to those who do top up shopping at Q12

2.5%

24

936

890

		0	~																					
Daily	6.6%	62	12.9%	19	8.0%	15	7.7%	9	1.8%	1	4.5%	3	6.1%	2	3.0%	1	11.1%	4	4.8%	5	1.1%	0	2.8%	2
At least two times a week	47.6%	445	37.6%	54	47.0%	86	49.2%	59	46.6%	33	49.1%	34	55.6%	16	46.2%	21	51.1%	19	48.8%	51	35.9%	16	63.6%	56
At least once a week	31.5%	295	32.4%	47	30.8%	57	30.7%	37	37.1%	26	35.6%	25	21.1%	6	32.2%	15	28.1%	10	33.8%	35	41.1%	19	21.5%	19
At least once a fortnight	7.5%	70	7.5%	11	7.9%	14	8.2%	10	10.5%	7	5.9%	4	4.1%	1	12.1%	6	1.6%	1	5.4%	6	12.0%	5	5.5%	5
At least once a month	2.0%	19	1.1%	2	2.5%	5	0.5%	1	0.0%	0	0.9%	1	5.9%	2	3.1%	1	1.8%	1	2.5%	3	9.0%	4	1.5%	1
At least every two months	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Less often	0.2%	2	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
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.5%	42	8.4%	12	2.8%	5	3.1%	4	4.0%	3	3.9%	3	7.3%	2	3.5%	2	6.4%	2	4.7%	5	0.9%	0	4.4%	4
Mean:		1.86		2.21		1.91		1.93		1.55		1.75		1.93		1.58		2.24		1.77		1.30		1.80
Weighted base:		936		143		183		120		71		69		28		46		37		104		45		89
Sample:		890		108		150		101		64		68		52		71		69		61		67		79

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Stoke on Trent Household Survey For WYG

Weighted:

18.7

936

890

19.6

143

108

19.2

183

150

July 2013 Zone 2 Zone 9 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Meanscore: [£] Q15 How much on average does your household normally spend on top-up shopping in a week? Asked to those who do top up shopping at Q12 £1 - £5 10 18.6% 13 17.5% 6.6% 3 9.0% 3 11.5% 10 11.2% 104 11.8% 17 11.7% 22 12.4% 15 13.9% 5 3 4.3% 4 6.0% 32 £6 - £10 21.8% 204 20.3% 29 17.7% 30.5% 37 22.0% 16 15.6% 11 12.5% 4 17.4% 8 30.5% 11 29.4% 30 28.4% 13 15.4% 14 £11 - £15 14.2% 133 19.8% 28 8.4% 15 9.0% 11 4.5% 3 13.2% 9 11.4% 3 27.2% 13 13.8% 5 23.1% 24 8.9% 4 19.9% 18 20.0% 187 15.6% 22 28.9% 53 16.8% 20 29.3% 21 11.2% 8 34.2% 10 7.7% 4 12.9% 5 20.3% 21 22.3% 10 15.5% 14 £16 - £20 £21 - £25 5.1% 48 2.8% 4 8.4% 15 13.5% 16 2.4% 2 2.6% 2 5.0% 1 0.0% 0 4.0% 2.5% 3 2.8% 1 2.0% 2 £26 - £30 6.9% 64 11.9% 17 4.2% 8 4.2% 5 11.7% 8 10.1% 7 2.9% 7.9% 4 10.7% 4 0.0% 0 6.4% 3 8.9% 8 £31 - £35 2.3% 21 2.7% 4 1.8% 3 3.7% 1.0% 1 6.9% 5 0.0% 0 0.0% 0 1.9% 0.0% 0 1.7% 1 3.1% 3 1.5% 2 2 2 7 £36 - £40 3.1% 29 2.9% 5 0.0% 0 2.4% 8.9% 6 3.5% 1 5.3% 4.0% 1.6% 2 0.9% 0 7.6% 0 £41 - £45 0.1% 1 0.5% 1 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 £46 - £50 1.7% 16 0.6% 0.4% 0.0% 1.8% 0.0% 0 0.0% 0 0.7% 0 0.0% 0 9.3% 10 3.2% 1.5% 0 0.0% 0 0 0.0% 0 0 £51 - £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 8 0 0 0 £56 - £60 0.8% 0.0% 4.3% 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 £61 - £65 0.0% 0 0.0% 0 0.0% 0.0% 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 0.9% 9 4.0% 6 0.0% 0 0.0% 0 0.8% 1 0.9% 0.0% 0 1.3% 1 0.0% 0 0.0% 0 1.1% 0 0.8% £71 - £75 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 £76 - £80 0.7% 7 0.5% 0.0% 1.8% 2 0.0% 0 0.0% 0 0.0% 0 5.5% 3 2.9% 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 £86 - £90 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 £96 - £100 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 1.8% 1 0.0% 0 (Don't know / varies) 9.9% 93 7.2% 10 10.5% 19 7.7% 9 10.2% 7 11.9% 8 11.8% 3 19.2% 9 8.9% 3 6.4% 7 11.6% 5 12.3% 11 1.2% 2 11 1.0% 0.7% 0.5% 0.0% 0 0.0% 0 1.2% 0 0.0% 0 1.5% 3.2% 3 1.6% (Refused) 4.8% 1

18.9

69

68

22.5

46

71

18.4

37

69

16.0

28

52

17.9

104

61

19.7

45

67

19.2

89

79

18.0

71

64

16.9

120

101

Mean:

Sample:

Weighted base:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	
Q16 Where did you last g	o to buy	cloth	ning or fo	otw	ear good	s?																		
Zone 1																								
Aldi, Victoria Road, Berry Hill, 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
Aldi, Leek New Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (former Netto), Victoria Road, Berry Hill, 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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek 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
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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,	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

	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone :	5	Zone (5	Zone '	7	Zone	3	Zone 9	9	Zone 1	0	Zone 1	1	
G. 1																									
Stoke-on-Trent Tesco Extra, Clough Street, 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	
Local Shops, City Centre (Hanley)	35.0%	457	52.0%	99	30.7%	73	37.4%	65	36.5%	38	38.1%	36	28.3%	15	39.4%	24	31.8%	16	38.9%	59	11.1%	8	20.4%	24	
Local Shops, Fenton Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abbey Hulton - Abbots Road 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	
Abbey Hulton - Leek Road 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	
Baddeley Green - Baddeley Green Lane Local Centre Bentilee - Beverley Drive	0.0%	0		0	0.0%	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	
Local Centre Bentilee - Devonshire Square	0.0%	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 Centre Bentilee - Ford Hayes Lane	0.0%	0		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 Centre Berry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Centre Birches Head - Diana Road 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	
Bucknall - Causeley Road 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	
Bucknall - Werrington Road Local Centre	0.1%	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	
Eaton Park - Southall Way 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	
Etruria - Etruria Old Road 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	
Fenton - King Street Local Centre Fenton - Victoria Road Local	0.0%	0		0		0	0.0%	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 Heron Cross - Heron	0.0%	0		0	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/Grove Road Local Centre	0.004		0.004	0	0.00/	0	0.004	_	0.004	0	0.004	0	0.004	•	0.604	•	0.004	0	0.004	•	0.004		0.004	0	
Milton - Leek Road/Millrise Road 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	
Northwood - Keelings Road Local Centre Norton Park - Leek New	0.0%	0		0	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 Local Centre Shelton - College 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	
Local Centre Shelton - Stoke Road Local	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
_																								
Centre Sneyd Green - Milton Road 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
Berryhill Trading Estate, 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
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
Victoria Road Retail Park, 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
ntu Potteries Shopping Centre, City Centre (Hanley)	1.3%	17	2.0%	4	0.3%	1	1.6%	3	0.0%	0	5.1%	5	4.1%	2	0.6%	0	0.0%	0	1.6%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.1%	14	0.0%	0	2.7%	6	0.4%	1	0.7%	1	2.0%	2	6.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	3.7%	48	4.3%	8	6.7%	16	0.0%	0	1.4%	1	1.2%	1	3.8%	2	2.3%	1	3.1%	2	5.6%	8	9.8%	7	0.5%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3&Q, Festival Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, City 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
Vickes, Victoria Road, Stoke-on-Trent Zone 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
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Church Street, 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
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Barbridge Road, Waterhayes Village, 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
Co-operative Food, London Road, 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

Weighteu.																									3uly 201
	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Co-operative Food, Windermere 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	
Clayton Co-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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	
Newcastle-under-Lyme Co-operative Food, High Street, Maybank,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, 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	
Iceland, Roebuck Centre, 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	
Lidl, Lower 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	
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	
Morrisons, Lower Milehouse Lane, 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	
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	3	0.0%	0	1.0%	2	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	
Tesco Express, Church Street, 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	
Local Shops, 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	
Local Shops, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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	
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme Town Centre	6.1%	80	0.4%	1	22.7%	54	3.2%	6	10.4%	11	0.5%	1	1.4%	1	8.7%	5	0.0%	0	0.7%	1	1.7%	1	0.0%	0	
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	1	
Local Shops, Wolstanton	0.3%	4	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Castle Walk Shopping Centre, 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	
Roebuck Centre, Newcastle-under-Lyme	0.1%	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	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.1%	15	1.6%	3	2.0%	5	0.3%	1	0.0%	0	0.7%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	
York Place, 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	
Garners Garden Centre, Cemetery Road, Silverdale, 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	
Homebase, Brook Lane, 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	
Homebase, Wolstanton Retail Park, 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	
Northwood Garden Centre, Clayton Road, Clayton Zone 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	
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	1	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	0.0%	0	0.0%	0	
Co-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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	
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Iceland, Bennett Precinct, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lysander Road, Meir Retail Park, Meir	0.1%	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
Sesco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Longton Town Centre	5.6%	73		15			24.3%	42	6.0%	6	0.0%	0	0.0%	0	0.0%	0		0	2.0%	3	1.1%	1	0.0%	0
Local Shops, Meir 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Local Shops, Meir -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutherland Road Local Shops, Meir - Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Blurton Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Finstock 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
Local Centre Blurton - Nashe Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Wimborne 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
Local Centre Dresden - Carlisle Street 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
Oresden - Trentham 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
Local Centre Hollybush - Blurton 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
Local Centre Lightwood - Belgrave 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
Local Centre Meir Hay - Amison Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Meir Park - Lysander Road	0.0%	1	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	0.0%	0	0.0%	0
Local Centre Normacot - Uttoxeter 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
Local Centre andford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Veston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Local Centre Veston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
eston Coyney -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westonfields Drive Local Centre	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O	0.070	Ü	0.070	Ü	0.070	O	0.070	Ü	0.070	Ü	0.070	V
ngton Exchange Shopping Centre, Longton	0.0%	1	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	0.0%	0	0.0%	0
ngton Retail Park, Longton	0.5%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
oenix Retail Park,	0.3%	4	0.4%	1	0.0%	0	0.7%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eir Retail Park, Uttoxeter Road. Meir	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
zQ, Meir Retail Park, Whittle Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
di, Newcastle Road, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 di, 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	0.0%	0	0.0%	0
operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
operative Food, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ron Foods, Campbell Place, 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
land, Boothen Park, London Road, Stoke 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
Il, Boothen Park, Stoke 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
insbury's, Minton House, London Road, Stoke Town	0.2%	2	0.7%	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
sco Superstore, Newcastle Road, Springfields, 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
sco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
cal Shops, Stoke Town	0.6%	8	1.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
cal Shops, Trent Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sford - Etruria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nford - Mayne Street Local Centre	0.1%	2	0.0%	0	0.3%	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
rpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	i	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	l	
Local Centre																									
Hartshill - Hartshill Road 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	
Oakhill - London Road 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	
Penkhull - Manor Court Road 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	
Trentham - The Lea 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	
Trentham - Werburgh Drive Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham Lakes - Stanley Matthews Way Local Centre	0.5%	7	0.0%	0	0.0%	0	0.3%	1	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	
West End - London Road 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	
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newstead Industrial Estate, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Retail Park, Newcastle Road, 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	
Trentham Garden Centre, Stone Road, Trentham	0.2%	3	0.0%	0	0.0%	0	0.4%	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	
Aldi, Brownhills Road, 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	
Asda (former Netto), Scotia Road, 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	
Co-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Lane, 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	
Farmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Burslem Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bank Top - High Lane 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	
Bradeley - Joyce Avenue 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	
Cobridge - Waterloo 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone (6	Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	1
Local Centre Middleport - Newcastle Street 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
Newford - Community Drive 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
Norton - Knypersley Road 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
Norton - Pinfold Avenue 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
Smallthorne - Ford Green Road 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
Stanfield - Haywood Road 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
Proctor's Nursery, 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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	6.3%	3	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, 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
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tunstall Town Centre	4.6%	59	3.3%	6	0.9%	2	0.0%	0	0.0%	0	17.7%	17	26.8%	14	15.2%	9	15.5%	8	1.0%	1	0.0%	0	1.1%	1
Chell Heath - Chell Heath Road Local Centre	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
Goldenhill - High Street 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
Great Chell - Biddulph Road 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
Wickes, Marlborough Road, Nr. Tunstall Zone 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
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
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Kidsgrove Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Packmoor Local Shops, Talke	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% 1.1%	0 1	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

	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	í	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
THO LAMB	2.00/	50	0.40/		0.00/	21	1 10/	2	5.00/	_	1.10/		1.20/	1	7.10/	4	4.00/	2	1.10/	2	2.20/	2	0.20/	10
reeport Talke Outlet Mall, Pit Lane. Talke Pits	3.9%	50	0.4%	1	9.0%	21	1.1%	2	5.0%	5	1.1%	1	1.2%	1	7.1%	4	4.8%	2	1.1%	2	2.2%	2	8.2%	10
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Wharf Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Biddulph	0.170	_	0.070	U	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	3.770	_	0.070	U	0.070	Ü	0.070	· ·
ocal Shops, Biddulph Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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
Other, Staffordshire Moorlands (Zone 8) Cone 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
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
Asda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Springfield Road, 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
Co-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Abbotts Road, 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
Co-operative Food, Picton 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
Co-operative Food, Portland Street North, 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
Co-operative Food, High Street, Tean Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washerwall Lane, Werrington	0.070	U	0.0%	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O
farmfoods, The Smithfield Centre, 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Well Street, Cheadle	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aorrisons, Newcastle Road, 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
ainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
ocal Shops, Cheadle 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	1.1%	2	0.0%	0		1
Centre	1.5%	20	1.3%	3		1	0.0%	0	0.0%		0.5%	1	1.2%	1	0.0%		1.2%	1	9.3%	14	0.0%	0		0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	.0	Zone 1	1
Smithfield Centre, 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
Bridge End Garden Centre, Macclesfield Road, 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
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 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
	0.00/	0	0.00/	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/	0	0.00/	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
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Eccleshall Road, Walton, 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
Co-operative Food, High Street, 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
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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
Morrisons, Church/Mill Street, 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
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	0.1%	2	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	1.2%	1	0.0%	0
Local Shops, 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
Local Shops, Stone Town Centre	0.5%	7	0.0%	0	0.3%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.5%	1	4.6%	3		0
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0
Aldi, Holmes Chapel Road, West Heath, 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
Aldi, Mountbatten Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Lawton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alsager Co-operative Food, Bromley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Congleton Co-operative Food, St Johns Road, Buglawton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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

Weighteu.											_ 01	• •	- 0												3 tily 2013
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	í	Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, 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	
Local Shops, Alsager 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	
Local Shops, Congleton Town Centre	0.7%	9	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2.7.	0	0.0%	0	0.6%		1.3%	1	0.0%	0		0	6.0%	7	
Local Shops, Newbold Astbury	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	2.2	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	
Local Shops, Scholar Green Bridestone Shopping Centre, 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											
Capitol Walk Shopping Centre, 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	
Congleton Retail Park, 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	
Astbury Meadow Garden Centre, Newcastle Road, 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	
Outside the Study Area - Birmingham Local Shops, Birmingham	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	
City Centre Outside the Study Area - Cannock Chase	0.270	3	0.070	U	0.070	U	0.670	1	0.070	V	0.070	Ü	0.070	v	0.070	Ü	1.270	1	0.070	V	1.270	1	0.070	O	
B&Q, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
Nantwich Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cumberland 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	0.0%	0	0.0%	0
Fesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hibel Road, 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	0.0%	0	0.0%	0
Tesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.7%	9	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	0.0%	0	2.6%	3
Local Shops, Macclesfield Town Centre	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.6%	0	0.0%	0	1.2%	1	1.1%	2	0.0%	0	14.4%	17
Local Shops, Sandbach 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
Grand Junction Retail Park, Crewe	0.3%	4	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	2.4%	3
Stadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	0.0% 1.1%	0 14	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 1.3%	0 2	0.0% 0.0%	0	0.0% 10.6%	0 12										
3&Q, Weston Road, Crewe 3&Q, Statham 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												
Homebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0
Homebase, Old Mill 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	1
Sandbach	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
Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley 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
Macclesfield Outside the Study Area - Cheshire West & Chester																								
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Chester City Centre	0.1%	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	1.1%	1	0.0%	0
Cheshire Oaks, Ellesmere Port Outside the Study Area -	0.5%	7	0.0%	0	1.0%	2	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Derbyshire Dales																								
Co-operative Food, Shawcroft Centre, Dig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne Local Shops, Ashbourne Town Centre	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	2.7%	4	0.0%	0	0.0%	0
Homebase, Waterside Park, Clifton Road, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Midlands Region																								
Local Shops, Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	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
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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
Tesco Superstore, Brookside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Uttoxeter Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	0.2%	3	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Dovefields Retail Park, 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	0.5%	1	0.0%	0	0.0%	0
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	2.7%	36	4.3%	8	1.0%	2	5.5%	10	1.4%	1	2.0%	2	1.2%	1	0.0%	0	1.7%	1	2.0%	3	0.0%	0	6.7%	8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Local Shops, Liverpool City Centre	0.2%	2	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	1.0%	1
Outside the Study Area - Newcastle-under-L yme																								
Co-operative Food, Eccleshall Road, Loggerheads Outside the Study Area - North West Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Nantwich	0.1%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
Town Centre Local Shops, Wilmslow	0.3%	3	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	0	0.0%	0
Town Centre Local Shops, Winsford 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
Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.9%	1	1.8%	1	0.5%	1	0.0%	0	3.8%	4
Trafford Centre, Manchester Outside the Study Area - Shropshire	0.7%	9	1.3%	3	0.3%	1	1.3%	2	0.6%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Asda (former Netto), Stafford Street, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Lidl, Towers Lawn, 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
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
Local Shops, Market Drayton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton Outside the Study Area - South 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
Hollybush, Warstone Road, Shareshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																								
Asda Superstore, 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	2.0%	1	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	0.0%	0	0.0%	0
Sainsbury's, Chell Road, 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
Tesco Extra, Newport 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	
a																								
Stafford Local Shops, Stafford Town Centre	1.7%	23	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	21.1%	15	0.0%	0
Friary 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
Greyfriars Place Retail Park,	0.2%	3	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	2.0%	1	0.0%	0
Stafford																								
Guildhall Shopping Centre, 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
Hough 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
Madford 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
Queens Retail Park, Stafford	0.5%	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	9.2%	7	0.0%	0
B&Q, Lichfield Road, 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
Homebase, Greyfriars Business 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
Wickes, Madford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High Street, 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
Waitrose, Audley Road, 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
Local Shops, 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
Local Shops, Telford Town Centre	0.2%	3	0.4%	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	1.4%	1	0.0%	0
B&Q, Telford Bridge 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
Park, Telford Outside the Study Area - West Midlands																								
Region																								
Local Shops, Penkridge	0.1%	1	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	1.0%	1	0.0%	0
Town Centre																								
Local Shops, Shrewsbury	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
Town Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Local Shops, Walsall 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
Local Shops, Wolverhampton City	0.1%	1	0.0%	0	0.0%	0	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
Centre																								
Gallagher Retail Park (IKEA) Ikea,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury																								
Others																								
Other - Outside Study Area Abroad	1.9% 0.2%	25 3	0.8% 0.0%	2 0	0.6% 0.3%	1 1	0.7% 0.0%	1 0	2.8% 0.6%	3 1	1.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	3.7% 2.8%	2	5.4% 0.0%	8	5.4% 0.0%	4 0	2.9% 0.0%	3 0

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Stoke on Trent Household Survey For WYG

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	2 7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / catalogue / TV	7.5%	98	7.0%	13	6.2%	15	3.0%	5	9.7%	10	4.3%	4	6.4%	3	7.6%	5	9.1%	5	10.6%	16	10.5%	7	12.7%	15
shopping (Don't know / can't	3.0%	39	1.1%	2	2.8%	7	1.7%	3	3.8%	4	7.7%	7	1.4%	1	4.1%	3	4.4%	2	3.0%	5	5.5%	4	1.6%	2
remember) (Don't do this type of	3.7%	49	6.6%	13	3.5%	8	3.8%	7	5.7%	6	2.7%	3	2.5%	1	3.0%	2	5.2%	3	2.7%	4	1.7%	1	1.5%	2
shopping)		1306		191		237		175		103		95		54		61		49		152		72		117
Weighted base: Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q16AHow often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q16

Daily	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least two times a week	1.2%	14	2.8%	5	0.0%	0	3.1%	5	0.0%	0	1.9%	2	2.2%	1	1.2%	1	1.5%	1	0.0%	0	0.7%	0	0.0%	0	
At least once a week	6.1%	68	9.3%	15	7.7%	16	6.1%	10	11.6%	10	3.4%	3	4.1%	2	5.4%	3	11.0%	4	1.9%	2	4.0%	2	0.7%	1	
At least once a fortnight	8.0%	89	8.2%	13	7.3%	15	12.0%	19	6.3%	5	4.1%	3	8.5%	4	10.8%	6	8.6%	3	5.7%	7	2.2%	1	11.3%	11	
At least once a month	26.2%	293	27.7%	45	29.0%	60	18.2%	29	27.1%	22	25.5%	21	33.7%	16	36.1%	19	20.9%	8	25.5%	32	27.4%	16	24.0%	24	
At least every two months	14.0%	157	13.1%	21	12.3%	25	9.3%	15	14.2%	12	19.3%	16	11.0%	5	14.3%	8	14.5%	6	23.0%	29	10.8%	6	14.1%	14	
At least every 3 months	14.8%	165	11.1%	18	11.3%	23	16.1%	26	16.3%	14	19.1%	16	14.6%	7	9.2%	5	17.9%	7	11.4%	15	22.2%	13	23.2%	23	
At least every 6 months	12.0%	134	7.6%	12	15.3%	32	11.1%	18	10.3%	9	8.6%	7	8.5%	4	9.7%	5	13.4%	5	14.0%	18	16.0%	9	15.5%	15	
Less often than once every 6	5.2%	58	4.5%	7	6.6%	14	6.2%	10	3.7%	3	4.0%	3	5.5%	3	2.9%	2	4.4%	2	5.8%	7	8.8%	5	2.6%	3	
months																									
Have only visited once	2.1%	23	2.4%	4	1.4%	3	0.5%	1	1.7%	1	1.3%	1	0.0%	0	0.0%	0	0.8%	0	6.5%	8	5.5%	3	1.4%	1	
(Don't know / varies)	10.1%	113	13.1%	21	9.1%	19	17.5%	28	8.8%	7	12.8%	10	12.1%	6	5.5%	3	6.9%	3	6.2%	8	2.3%	1	7.0%	7	
		0.20		0.24		0.25		0.22		0.20		0.24		0.20		061		0.20		0.17		0.10		0.10	
Mean:		0.28		0.34		0.25		0.32		0.28		0.24		0.29		0.64		0.30		0.17		0.18		0.19	
Weighted base:		1117		163		206		160		83		81		48		52		39		127		59		99	
Sample:		1105		129		174		131		77		85		91		84		80		86		86		82	

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	Tota	ı	Zone	1	Zone	2	Zone	3	Zone	1	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11
Q17 How do you norma Not asked to those who								an't re	member)	or (de	on't do thi	s type	of shopp	ing) aı	t Q16									
Car / van (as driver)	60.2%	673	41.2%	67	68.6%	141	51.5%	82	55.2%	46	51.7%	42	47.7%	23	77.9%	41	72.0%	28	68.6%	87	84.1%	50	66.8%	66
Car / van (as passenger)	13.2%	147	19.7%	32	12.5%	26	12.0%	19	13.7%	11	9.0%	7	14.9%	7	9.3%	5	10.5%	4	12.2%	16	5.3%	3	17.0%	17
Bus, minibus or coach	14.6%	163	21.7%	35	8.1%	17	20.2%	32	16.0%	13	20.0%	16	29.0%	14	12.0%	6	13.9%	5	10.4%	13	6.1%	4	6.6%	7
Motorcycle, scooter or	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
moped																								
Walk	7.1%	80	11.3%	18	7.1%	15	7.6%	12	8.7%	7	16.2%	13	7.0%	3	0.7%	0	1.5%	1	3.3%	4	4.5%	3	2.8%	3
Taxi	1.3%	14	2.5%	4	3.0%	6	1.2%	2	0.0%	0	1.9%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.7%	30	3.5%	6	0.7%	1	6.4%	10	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.5%	7	0.0%	0	2.9%	3
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
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0		0	0.070	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.7%	8	0.0%	0	0.0%	0	0.4%	1	3.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Weighted base:		1117		163		206		160		83		81		48		52		39		127		59		99
Sample:		1105		129		174		131		77		85		91		84		80		86		86		82

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Stoke on Trent Household Survey For WYG

Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9	9	Zone 1	10	Zone	11
Q18 When you go shop																								
Yes – food shopping	6.9%	80	7.0%	12	5.0%	11	5.2%	9	5.0%	4	8.2%	7	20.8%	10	6.2%	3	5.8%	2	6.4%	8	6.0%	4	9.5%	10
Yes – non-food shopping	8.4%	97	10.1%		13.0%	28	2.7%	4	8.3%		13.1%	12	3.4%	2	6.8%	4	2.9%	1	4.1%		10.5%	7	11.3%	11
Yes – visiting services such as banks and other financial institutions	1.6%	19	0.4%	1	1.1%	2	0.4%	1	3.8%	3	3.7%	3	0.7%	0	5.9%	3	0.0%	0	0.0%	0	6.5%	4	0.7%	1
Yes – leisure activity	2.7%	31	0.0%	0	3.6%	8	3.7%	6	2.5%	2	1.2%	1	0.0%	0	0.6%	0	0.7%	0	6.4%	8	3.0%	2	2.7%	3
Yes – travelling to/from work	2.1%	25	1.0%	2	2.8%	6	0.7%	1	1.6%	1	1.4%	1	1.3%	1	7.8%	4	3.6%	1	2.3%	3	5.8%	4	0.0%	0
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Yes – visiting café / pub / restaurant	9.8%	113	12.8%	21	7.9%	17	12.5%	20	4.2%	4	7.9%	7	7.0%	3	14.0%	8	6.5%	3	13.7%	18	11.1%	7	5.8%	6
Yes - visiting family/friends	1.4%	17	0.9%	2	0.0%	0	0.8%	1	1.2%	1	0.0%	0	1.5%	1	0.7%	0	1.4%	1	6.6%	9	1.9%	1	1.1%	1
Yes – visiting health service such as doctor, dentist, hospital	0.2%	3	0.0%	0	0.4%	1	0.7%	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
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	7	0.0%	0	1.2%	3	2.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	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
Yes – visiting family / friends	1.7%	20	1.2%	2	0.6%	1	1.6%	3	3.3%	3	1.7%	2	0.7%	0	2.4%	1	2.1%	1	2.9%	4	2.2%	1	2.1%	2
Yes – other activity	0.4%	5	0.4%	1	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
No	60.7%	702	64.9%	107	59.7%	127	60.6%	99	67.4%	58	61.1%	54	61.1%	30	51.4%	28	71.2%	29	55.1%	73	49.3%	31	65.0%	65
Yes - holiday	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1
Yes - window shopping / browsing	0.3%	4	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.9%	2	0.0%	0	0.0%	0
(Don't know / varies)	2.7%	32	1.2%	2	4.2%	9	6.0%	10	1.4%	1	1.7%	1	2.8%	1	3.2%	2	2.8%	1	0.6%	1	3.2%	2	1.2%	1
Weighted base:		1156		165		213		163		87		88		49		55		41		132		63		101
		1150		132		181		135		81		90		93		89		84		89		91		85

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	Į.
Q19 Where did you last g	o to buy I	Bool	ks, CDs, I	DVD	s?																			
Zone 1																								
Aldi, Victoria Road, Berry Hill, 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
Aldi, Leek New Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (former Netto), Victoria Road, Berry Hill, Fenton	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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek 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
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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,	0.1%	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

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	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	,	Zone 8	3	Zone 9)	Zone 1)	Zone 11		
Stoke-on-Trent																									
Tesco Extra, Clough Street, Stoke-on-Trent	0.4%	5	1.5%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, City Centre (Hanley)	11.7%	152	21.0%	40	8.3%	20	15.4%	27	10.8%	11	11.4%	11	10.4%	6	11.6%	7	5.4%	3	12.9%	20	3.0%	2	5.7%	7	
Local Shops, Fenton Town Centre	0.1%	1	0.4%	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	
Abbey Hulton - Abbots Road 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	
Abbey Hulton - Leek Road 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	
Baddeley Green - Baddeley Green Lane 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	
Bentilee - Beverley Drive 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	
Bentilee - Devonshire Square 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	
Bentilee - Ford Hayes Lane Local Centre Berry Hill - Twigg Street	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.0%	0		0	0.0%	0	
Local Centre Birches Head - Diana 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	
Local Centre Bucknall - Causeley 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	
Local Centre Bucknall - Werrington 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	
Local Centre Eaton Park - Southall Way	0.0%	0	0.0%	0		0	0.0%	0	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 Centre Etruria - Etruria Old 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	
Local Centre Fenton - King Street Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Fenton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Heron Cross - Heron Street/Grove Road 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	
Milton - Leek Road/Millrise Road 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	
Northwood - Keelings Road 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	
Norton Park - Leek New Road 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	
Shelton - College Road 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	
Shelton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
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Centre Sneyd Green - Milton Road 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
Berryhill Trading Estate, 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
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
Victoria Road Retail Park, 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
ntu Potteries Shopping Centre, City Centre (Hanley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	0.5%	6	0.9%	2	0.0%	0	0.0%	0	4.7%	5	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3&Q, Festival Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, City 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
Vickes, Victoria Road, Stoke-on-Trent Zone 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
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	1.1%	15	0.4%	1	4.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.8%	2
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.2%	3	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Church Street, 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
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Barbridge Road, Waterhayes Village, 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
Co-operative Food, London Road, 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Road, Clayton																								
Co-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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
Co-operative Food, High Street, Maybank, 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
Co-operative Food, 1 - 2 Westbury Centre, Westbury 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
Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, 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
Iceland, Roebuck Centre, 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
Lidl, Lower 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
Morrisons, Goose Street, Newcastle-under-Lyme	0.1%	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
Morrisons, Lower Milehouse Lane, 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
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.1%	2	0.0%	0	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
Tesco Express, Church Street, 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
Local Shops, 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
Local Shops, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Shops, Middle Madeley	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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, Newcastle-under-Lyme Town Centre	3.0%	39	0.7%	1	11.9%	28	0.0%	0	6.6%	7	0.5%	1	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Local Shops, Wolstanton Castle Walk Shopping Centre, Newcastle-under-Lyme	0.3% 0.0%	3	0.7% 0.0%	1	0.9% 0.0%	0	0.0% 0.0%	0																
Roebuck Centre, 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
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	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
York Place, 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
Garners Garden Centre, Cemetery Road, Silverdale, 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
Homebase, Brook Lane, 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
Homebase, Wolstanton Retail Park, 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
Northwood Garden Centre, Clayton Road, Clayton Cone 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
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Iceland, Bennett Precinct,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	
Lidl, The Strand, Longton Tesco Extra, Longton Retail	0.0% 0.8%	0 11	0.0% 2.4%	0 5	0.0% 0.0%	0	0.0% 0.8%	1	0.0% 4.7%	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	
Park, Baths Road, Longton	0.070	11	2.470	5	0.070	U	0.670	1	7.770	3	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	V	
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	0.5%	6	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	
Tesco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Longton Town Centre	0.7%	9	1.1%	2	0.0%	0	3.6%	6	0.7%	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 Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Meir - Sutherland 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	
Local Shops, Meir - Weston 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	
Blurton - Blurton Road 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	
Blurton - Finstock Avenue 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	
Blurton - Nashe Drive 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	
Blurton - Wimborne Avenue 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	
Dresden - Carlisle Street 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	
Dresden - Trentham Road 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	
Hollybush - Blurton Road 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	
Lightwood - Belgrave Road 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	
Meir Hay - Amison Street 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	
Meir Park - Lysander Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Normacot - Uttoxeter Road 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	
Sandford Hll - Heathcote Street 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	
Weston Coyney - Coalville Place 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	
Weston Coyney - New Kingsway Local Centre	0.0%	1	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	0.0%	0	0.0%	0	

	Total		71		7 0																				
			Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Weston Coyney - Westonfields Drive 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	
Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.4%	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	
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park, Uttoxeter Road, Meir	0.3%	3	0.7%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Meir Retail Park, Whittle Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	
Co-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Campbell Place, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Lidl, Boothen Park, Stoke 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	
Sainsbury's, Minton House, London Road, Stoke Town Centre	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	
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.2%	3	0.0%	0	0.6%	1	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	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.5%	6	1.2%	2	0.3%	1	0.0%	0	2.3%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Local Shops, Trent Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Lacial Control Hardwill Road 0.08 0		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Harnshall Harnshall Road 0.9% 0 0.9%																									
Centre C	Hartshill - Hartshill 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
Roule Local Centre Furnishman ** The Lea Lea 0.08		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Methode by Dire 1 0% 0% 0 0% 0 0% 0 0% 0 0 0% 0 0% 0 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Tentham Lakes - Stanley 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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Matthew Way Local Centre Centr	Local Centre		0				0		0																
Local Center Turnia Way Retail Park, 0.9% 0,0	Matthews Way Local	0.1%	1	0.0%	0	0.3%	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
Sloke-or-Trent lesses and Industrial Estate, 0.0% 0 0,0% 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 pringingled 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
New castle Road, Stoke-on-Trent rentham Garden Centre, Stoke-on-Trent rentham Garden Centre, Stone Road, Trentham Garden Centre, Stone Road, Roa		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Road, Trentham Idi, Brownhills Road, O.0% O.0	Newcastle 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
Tunstall sda (former Netto), Scotia 0.0% 0 0.0%		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
Road, Tunstall o-operative Food,		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Street, Burslem o-operative Food, 0.0% 0	. , , , , , , , , , , , , , , , , , , ,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knypersley Road, Norton o-operative Food, High		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Tunstall armfoods, Moorlands Road, 0.0% 0 0.0	Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 eron Foods, Ford Green 0.0% 0	Lane, 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%	
Road, Smallthorne ocal Shops, Burslem Town 0.1% 1 0.0% 0 0	Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Coal Shops, Longport 0.0% 0 0.		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ank Top - High Lane Local 0.0% 0 0.0%	Centre		1		0		0		0		0		•				0				0		0		
Centre radeley - Joyce 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 Local Centre	ocal Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre	ank Top - High Lane Local	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0
obridge - Waterloo 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	obridge - Waterloo 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Local Centre Aiddleport - Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre	0.070	Ü	0.070		0.070	Ü	0.070	•	0.070		0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070		0.070	·
Newford - Community Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre																								
Norton - Knypersley 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
Local Centre		_		_		_		_								_				_		_		
Norton - Pinfold 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
Local Centre mallthorne - Ford Green	0.00/	0	0.00/	0	0.00/	0	0.00/	Λ	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U
stanfield - Haywood 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
Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	V
Proctor's Nursery, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Brown Edge,		-		-		-		-		-		-		-		-		-		-		-		
Stoke-on-Trent																								
Asda Superstore, Scotia	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Road, Tunstall (opposite																								
Matalan / Next)																								
idl, High Street, 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
esco Express, 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
Road, Great Chell			0.00/		0.501		0.004		0.004		4.00/	_	44.004		4.00/		0.004		0.00/		0.00/		0.004	
ocal Shops, Tunstall Town	1.1%	15	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.9%	2	11.9%	6	1.0%	1	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.60/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Chell Heath - Chell Heath Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.6%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldenhill - High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	U	0.070	O	0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	Ü	0.070	V
Great Chell - Biddulph 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
Local Centre																								
Vickes, Marlborough 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
Nr. Tunstall																								
Cone 7																								
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
Kidsgrove	0.004		0.004		0.004		0.004		0.00/		0.004		0.004		0.004		0.004		0.004		0.00/		0.004	
Co-operative Food, Cedar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Kidsgrove	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
Co-operative Food, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Talke Co-operative Food, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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. Whitehill	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
esco Superstore, Liverpool	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	0.6%	1
Road, Kidsgrove	J.1 /U	•	3.070	0	3.070	Ü	3.070	Ü	3.070	0	3.070	0	3.070	0	2.2/0		3.070	Ü	3.070	0	3.070	Ü	3.070	-
ocal Shops, Kidsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Town Centre		-		-		-		-		-		-		-		-		-		-		-		
			0.00/	0	0.00/	0	0.00/	Λ	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.00/	0	0.0%	0
ocal Shops, Packmoor	0.0%	0	0.0%	0	0.0%	O	0.0%	0	0.0%	U	0.0%	0	0.070	U	0.070	U	0.0%	U	0.0%	U	0.0%	0	0.070	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Tallas Outlet Mall	0.50/	_	0.00/	0	0.20/		2.90/	_	0.00/	0	0.00/	0	0.00/	0	1 10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0
reeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	6	0.0%	0	0.3%	1	2.8%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits one 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
ainsbury's, Wharf Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Biddulph	0.570	3	0.070	Ü	0.070	O	0.070	O	0.070	Ü	0.070	Ü	0.070	Ü	1.570	•	1.570	_	0.070	Ü	0.070	Ü	0.070	v
ocal Shops, Biddulph Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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
Other, Staffordshire Moorlands (Zone 8) one 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
ldi, 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
sda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
Street North, 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
o-operative Food, High Street, Tean o-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washerwall Lane, Werrington	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
armfoods, The Smithfield Centre. 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
forrisons, Well Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Newcastle Road, Leek	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
ninsbury'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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	4.1%	6	0.0%	0	0.0%	0
ocal Shops, Leek Town Centre	1.6%	20	0.0%	0	2.2.7	0	0.0%	0	0.0%		0.5%	1	0.0%	0	0.0%		0.0%	0	13.1%	20	0.0%	0	,	0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Smithfield Centre, 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
Bridge End Garden Centre, Macclesfield Road, 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
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 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
Zone 10																								
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
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Eccleshall Road, Walton, 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
Co-operative Food, High Street, 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
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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
Morrisons, Church/Mill Street, 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
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Stone Town Centre	1.2%	15	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	14	0.0%	0
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0
Aldi, Holmes Chapel Road, West Heath, 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
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
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bromley Road, 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
Co-operative Food, St Johns Road, Buglawton, 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
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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

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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 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, 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	
Local Shops, Alsager 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	0.6%	1	
Local Shops, Congleton Town Centre	1.4%	19	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.6%		1.8%	1	0.0%	0			15.0%	18	
Local Shops, Newbold Astbury Local Shops, Scholar Green	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridestone Shopping Centre, Congleton	0.0%	1		0		0	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.5%	1	
Capitol Walk Shopping Centre, 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	
Congleton Retail Park, 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	
Astbury Meadow Garden Centre, Newcastle Road, Congleton Outside the Study Area -	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Birmingham Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	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	
B&Q, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0		0	0.0%	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, Station 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	

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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	l	
Nantwich																									
Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Local, Gawsworth House, West Park Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Macclesfield Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cumberland 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	0.0%	0	0.0%	0	
Tesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hibel Road, 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	0.0%	0	0.0%	0	
Tesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.6%	8	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	5.9%	7	
Local Shops, Macclesfield 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	1.8%	2	
Local Shops, Sandbach 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	
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0															
B&Q, Weston Road, Crewe B&Q, Statham Street, Macclesfield	0.0% 0.0%	0																							
Homebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0	
Homebase, Old Mill 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11		
Sandbach Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, Macclesfield Outside the 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	
Cheshire West & Chester																									
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Chester City Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%		0.5%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside the Study Area - Derbyshire Dales																									
Co-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Homebase, Waterside Park, Clifton Road, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outside the Study Area - East Midlands Region																									
Local Shops, Derby 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	
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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	
Tesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Uttoxeter Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the 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	
Manchester Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.5%	7	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	[
Local Shops, Liverpool City Centre Outside the Study Area - Newcastle-under-L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, Eccleshall Road, Loggerheads Outside the 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	
North West Region Local Shops, Nantwich Town Centre	0.1%	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	
Local Shops, Wilmslow 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	
Local Shops, Winsford 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	
Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Handforth Dean Retail Park, Wilmslow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trafford Centre, Manchester Outside the Study Area - Shropshire	0.2%	2	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	1.0%	1	
Asda (former Netto), 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	
Lidl, Towers Lawn, 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	
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	
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	
Homebase, Axis Centre, Market Drayton Outside the 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	
South Staffordshire Hollybush, Warstone Road, Shareshill Outside the Study Area - 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	
Asda Superstore, 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	
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	0.0%	0	0.0%	0	
Sainsbury's, Chell Road, 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	
Tesco Extra, Newport 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L
Stafford Local Shops, Stafford Town Centre	0.7%	10	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	1	7.4%	5	0.0%	0
Friary 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
Greyfriars Place 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
Stafford																								
Guildhall Shopping Centre, 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	1.1%	1	0.0%	0
Hough 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
Madford 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
Queens 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
B&Q, Lichfield Road, 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
Homebase, Greyfriars Business 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
Wickes, Madford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High Street, 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
Waitrose, Audley Road, 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
Local Shops, 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	0.6%	0	0.0%	0
Local Shops, 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	2.0%	1	0.0%	0
B&Q, Telford Bridge 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
Outside the Study Area - West Midlands																								
Region																								
Local Shops, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.004		0.004		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.00/		0.004		0.004	
Local Shops, 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
Local Shops, Walsall 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	O .
Local Shops, Wolverhampton City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Gallagher Retail Park (IKEA) Ikea,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury																								
Others	0.007	~	0.004		0.224		0.464	,	0.004	_	0.004	^	0.004	_	0.004	_	1.20/		0.004	^	0.007	_	0.007	0
Other - Outside Study Area Abroad	0.2% 0.0%	2 1	0.0% 0.0%	0	0.3% 0.0%	1	0.4% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.7%	0 1	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

July 2013

	Zone 11
Internet / catalogue / TV 38.3% 500 31.8% 61 42.4% 100 40.7% 71 36.2% 37 39.8% 38 24.6% 13 41.8% 26 39.2% 19 32.6% 50 40.5% 29 4	
	47.4% 56
shopping (Don't know / can't 3.7% 49 1.8% 3 3.9% 9 6.7% 12 4.1% 4 2.4% 2 8.7% 5 3.9% 2 2.6% 1 3.6% 6 3.2% 2	1.6% 2
(=	17.5% 21
Shopping) Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 Sample: 1305 150 201 150 100 100 100 100 100 100 100	117 104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q19AHow often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q19

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	2.0%	8	1.1%	1	0.0%	0	1.1%	1	15.8%	6	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
At least once a week	7.1%	30	6.8%	4	6.2%	5	6.2%	3	3.1%	1	40.9%	7	8.1%	1	5.9%	1	13.4%	2	2.7%	2	8.6%	2	3.3%	1
At least once a fortnight	7.1%	30	10.5%	7	1.8%	1	2.2%	1	10.9%	4	6.4%	1	17.8%	3	2.2%	0	22.5%	4	11.8%	7	0.0%	0	3.3%	1
At least once a month	20.8%	88	20.0%	13	23.7%	17	27.5%	15	16.8%	6	10.9%	2	15.8%	3	28.3%	5	5.1%	1	10.8%	7	19.7%	5	37.2%	15
At least every two months	9.3%	39	13.5%	9	11.7%	9	13.4%	7	10.5%	4	6.3%	1	14.7%	2	3.3%	1	10.1%	2	6.6%	4	0.0%	0	3.0%	1
At least every 3 months	13.5%	57	13.6%	9	10.0%	7	7.6%	4	12.4%	5	6.3%	1	6.6%	1	18.4%	3	6.8%	1	18.2%	11	27.1%	8	18.2%	7
At least every 6 months	16.3%	69	15.3%	10	22.6%	17	16.5%	9	5.1%	2	6.4%	1	22.3%	4	12.7%	2	18.5%	3	18.1%	11	21.0%	6	13.0%	5
Less often than once every 6 months	10.9%	46	12.2%	8	14.2%	10	6.1%	3	16.0%	6	6.4%	1	6.1%	1	3.7%	1	13.1%	2	13.1%	8	13.5%	4	4.8%	2
Have only visited once	3.6%	15	0.0%	0	0.9%	1	2.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.7%	0	17.3%	10	0.0%	0	4.8%	2
(Don't know / varies)	9.5%	40	6.9%	4	8.8%	6	16.8%	9	9.4%	3	10.2%	2	8.6%	1	25.5%	4	8.9%	2	0.0%	0	10.0%	3	12.4%	5
Mean:		0.26		0.25		0.18		0.24		0.52		0.61		0.26		0.24		0.31		0.17		0.19		0.21
Weighted base:		421		64		73		53		37		16		16		17		17		60		28		39
Sample:		407		46		69		46		31		22		30		31		34		34		36		28

Weighted: **July 2013** Total Zone 1 Zone 2 Zone 8 Zone 9 Zone 10 Zone 11 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items? Zone 1 Aldi, Victoria Road, Berry 0.0% 0 0.0% 0.0% 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 Aldi, Leek New Road, 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 Norton 0 Asda (former Netto), 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Victoria Road, Berry Hill, Fenton 0 Co-operative Food, Abbots 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Abbey Hulton Co-operative Food, 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% New Road, Baddeley Co-operative Food. 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Devonshire Square, Bentilee/Ubberley Co-operative Food. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Werrington Road, Bucknall Co-operative Food. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Christchurch Street, Fenton Co-operative Food, Millrise 0.0% 0.0% 0 0.0% 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, Milton Co-operative Food, Keelings 0.0% 0 0.0% 0.0% 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, Northwood Co-operative Food, Hanley 0.0% 0 0.0% 0 0.0% 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, Sneyd Green Co-operative Food, 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 Road, Stoke-on-Trent Heron Foods, Leek 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 Abbey Hulton Heron Foods, Devonshire 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Square, Bentilee/Ubberley Iceland, Charles Street, City 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Centre (Hanley) Lidl, Dividy Road, Bentilee 0.0% 0 0 0.0% 0 0.0% 0 0 0 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 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 0 Market Square, City Centre (Hanley) Morrisons, Festival Park, 0.1% 2 0.0% 0 0.0% 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% Ridgeway Drive. Stoke-on-Trent Pak Foods, Stoke 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 Shelton

0 0.0%

0.0%

0.0%

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0

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0

0 0.0%

Sainsbury's, Etruria Road,

0.1%

1 0.7%

0.0%

0.0%

0.0%

											_														
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone 5	i	Zone (5	Zone 7		Zone 8	3	Zone 9)	Zone 1	0	Zone 11	1	
Stoke-on-Trent																									
Tesco Extra, Clough Street, Stoke-on-Trent	0.3%	4	0.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, City Centre (Hanley)	8.3%	109	18.2%	35	9.7%	23	7.7%	13	1.8%	2	5.7%	5	11.6%	6	6.4%	4	10.8%	5	7.0%	11	3.6%	3	1.6%	2	
Local Shops, Fenton Town Centre	2.1%	27	1.2%	2	0.3%	1	4.5%	8	5.8%	6	1.6%	2	1.8%	1	4.5%	3	0.0%	0	3.2%	5	0.0%	0	0.5%	1	
Abbey Hulton - Abbots Road 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	
Abbey Hulton - Leek Road 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	
Baddeley Green - Baddeley Green Lane 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	
Bentilee - Beverley Drive 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	
Bentilee - Devonshire Square 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	
Bentilee - Ford Hayes Lane 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	
Berry Hill - Twigg Street Local Centre Birches Head - Diana 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	
Local Centre Bucknall - Causeley 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	
Local Centre Bucknall - Werrington 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	
Local Centre Eaton Park - Southall Way	0.0%	0	0.0%	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 Centre Etruria - Etruria Old Road	0.1%	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	
Local Centre Fenton - King Street Local	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	
Centre Fenton - Victoria Road Local	0.7%	9	0.8%	2	1.0%	2	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	
Centre Heron Cross - Heron Street/Grove Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Milton - Leek Road/Millrise Road 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	
Northwood - Keelings Road 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	
Norton Park - Leek New Road 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	
Shelton - College Road 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	
Shelton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
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Centre Sneyd Green - Milton Road 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
Berryhill Trading Estate, Fenton	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Victoria Road, Fenton	0.2%	3	0.7%	1	0.0%	0	0.4%	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
/ictoria Road Retail Park, Fenton	2.4%	31	3.5%	7	0.7%	2	9.8%	17	2.1%	2		1	1.2%	1	1.1%		0.7%	0	0.7%	1	0.0%	0		0
ntu Potteries Shopping Centre, City Centre (Hanley)	0.6%	7	1.7%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	2.2%	1	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	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.7%	9	0.0%	0	0.3%	1	3.2%	6	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	1.8%	23	2.7%	5	1.2%	3	0.7%	1	0.7%	1	2.4%	2	2.0%	1	5.4%	3	0.0%	0	0.5%	1	0.0%	0	4.9%	6
Octagon Retail Park, Etruria Road, Stoke-on-Trent	1.3%	17	1.2%	2	1.7%	4	0.0%	0	0.7%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.6%	3	0.0%	0
3&Q, Festival Retail Park, Stoke-on-Trent	0.4%	5	2.4%	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
The Range, City Road, Fenton	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	2.0%	3	0.0%	0	0.0%	0
Vickes, Victoria Road, Stoke-on-Trent Zone 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
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.1%	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
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.1%	1	0.0%	0	0.0%	0	0.4%	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
Co-operative Food, Church Street, 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
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britanen O-operative Food, Barbridge Road, Waterhayes Village, 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
Co-operative Food, London Road, 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ı	Zone 5	i	Zone (5	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	1	
Co-operative Food, Windermere 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	
Clayton																									
Co-operative Food, The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Moss, Madeley																									
Co-operative Food, Clayton 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	
Newcastle-under-Lyme Co-operative Food, High Street, Maybank,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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				_										_		_									
Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Newcastle-under-Lyme Co-operative Food, The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parade, Silverdale	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Co-operative Food, Unit 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	
High Street, Wolstanton																									
Heron Foods, Castle Walk,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newcastle-under-Lyme	0.0%	0	0.0%	0	0.00/	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	
Iceland, Roebuck Centre, 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%	U	0.0%	0	0.0%	0	0.0%	U	
Lidl, Lower Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newcastle-under-Lyme																									
Morrisons, Goose Street, Newcastle-under-Lyme	0.7%	9	0.0%	0	3.6%	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	
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.2%	2	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%	0	
Sainsbury's, Liverpool Road,	0.6%	8	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	2	
Newcastle-under-Lyme																									
Tesco Express, Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Audley	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	
Local Shops, Audley Local Shops, Bradwell	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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, 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	
Local Shops, Clayton	0.0%	0	0.0%	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	
Local Shops, Cross Heath	0.1%	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	
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme Town Centre	4.4%	58	0.4%	1	16.1%	38	0.4%	1	12.8%	13	1.7%	2	1.2%	1	3.2%	2	0.6%	0	0.0%	0	0.6%	0	0.0%	0	
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	l
Local Shops, Wolstanton Castle Walk Shopping Centre, Newcastle-under-Lyme	0.0% 0.2%	0 2	0.0% 0.0%	0	0.0% 1.0%	0 2	0.0% 0.0%	0																
Roebuck Centre, Newcastle-under-Lyme	0.1%	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
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	3	1.3%	3	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
York Place, 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
Garners Garden Centre, Cemetery Road, Silverdale, 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
Homebase, Brook Lane, Newcastle-under-Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wolstanton Retail Park, 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
Northwood Garden Centre, Clayton Road, Clayton Zone 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
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11	Zone 8		Zone 7		Zone 6		Zone 5		Zone 4	ı	Zone 3		Zone 2		Zone 1		Total	
0.0%	0.0%	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,
	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/	Longton
									0.0% 0.7%	0 1	0.0% 0.4%	0	0.0% 0.0%	0 4	0.0% 1.9%	0 5		Lidl, The Strand, Longton Tesco Extra, Longton Retail
J.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%	U	0.0%	U	0.0%	U	0.0%	1	0.7%	1	0.4%	U	0.0%	4	1.9%	3	0.4%	Park, Baths Road, Longton
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%	2	0.1%	Tesco Superstore, Lysander
		Ĭ			,		0.07.0								,	_		Road, Meir Retail Park, Meir
0.0%	0.0%	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
0.0% 0 $0.0%$ 0 $0.0%$ 0 $0.0%$ 0 $0.0%$ 0 $0.0%$ 0 $0.0%$ 0	0.0%	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, Blythe Bridge
3.2% 3 0.0% 0 2.3% 1 1.0% 1 1.9% 1 1.1% 2 0.0% 0 0.0% 0	1.9%	1	1.0%	1	2.3%	0	0.0%	3	3.2%	31	17.8%	0	0.0%	5	2.6%	44	3.4% 4	Local Shops, Longton Town
		_																Centre
									0.0%	1	0.4%	0	0.0%	0	0.0%	1	0.17,0	Local Shops, Meir Town Centre
				0				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Local Shops, Meir - Sutherland 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	0.0%	0	0.0%	Local Shops, Meir - Weston 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	0.0%	0	0.0%	Blurton - Blurton Road Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Blurton - Finstock Avenue Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Blurton - Nashe Drive Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Blurton - Wimborne Avenue Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Dresden - Carlisle Street Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Dresden - Trentham Road Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Hollybush - Blurton Road Local Centre
				0				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Lightwood - Belgrave Road 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%	Meir Hay - Amison Street Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Meir Park - Lysander Road Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Normacot - Uttoxeter Road 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%	Sandford Hll - Heathcote Street Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Weston Coyney - Coalville Place Local Centre
0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Weston Coyney - New Kingsway Local Centre
0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 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 Centre Dresden - Trentham Road Local Centre Hollybush - Blurton Road Local Centre Lightwood - Belgrave Road Local Centre Meir Hay - Amison Street Local Centre Meir Park - Lysander Road Local Centre Normacot - Uttoxeter Road Local Centre Sandford Hll - Heathcote Street Local Centre Weston Coyney - Coalville Place Local Centre Weston Coyney - New

Property of the property of												_														0
Mestachia Exclarize Suppling 1978 2018		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	6	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11		
Congrown Realizer Cong	Westonfields Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Langenger Retail Park, Q28 3 1.396 3 0.096 0 0.096	Longton Exchange Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Phoenic Retail Park, Unione et al. 1	Longton Retail Park,	0.2%	3	1.3%	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	
Rog. Meir Reail Park, 0,1% 1 0,8 1 0,0% 0 0,3% 1 0,0% 0 0,	Phoenix 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	
Mile Road, Meir Addi, Newcaste Road, 0,9% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0		0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Stoke-on-Trent Aldi Sanley Matthews 0.0%	B&Q, Meir Retail Park,	0.1%	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	0.5%	1	0.0%	0	0.0%	0	
Aldi, Stanley Matthews 0,0%	Aldi, Newcastle Road, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Many Street, Hanford Co-operative Food, Hardshill Co-operative Food, Manor Court Street, Penkhull Co-o	Aldi, Stanley Matthews	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hartshill Co-operative Food, Manor Court Street, Penkhull Co-operative Food, Manor Color Street, Penkhull Color	Co-operative Food, Mayne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull Heron Food, Campbell Georga Stoke-on-Trent Recland, Boothen Park, London Road, Stoke Town Centre Town Centre Stoke-on-Trent Lordon Road, Stoke Town Centre Lordon Road, Stoke Town Centre Tesco Superstore, Newcastle Road, Storige Tight Road, Hartshill Road	Co-operative Food, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Campbell Place, Stoke-on-Trent Reland, Boother Parks, Close-on-Trent Reland, Boother Parks, Close-on-Trent Reland, Boother Parks, Close-on-Trent Reland, Boother Parks, Close Boother Par	Co-operative Food, Manor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre Lidl, Boothen Park, Stoke O.0% O	Heron Foods, Campbell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Sainsbury's, Minton House, London Road, Stoke Town Centre Tesco Superstore, Newcastle Agringfields, Stoke-on-Trent Tesco Express, Esso Garage, Hartshill Road, Hartshill Local Shops, Trent Vale Basford - Etruria Road Local Shops, Trent Vale Basford - Etruria Road Local Shops, Trent Vale Basford - Etruria Road Local Basford - Etruria Road Local Basford - Mayne Street Basic Bas	Iceland, Boothen Park, London Road, Stoke 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
London Road, Stoke Town Centre Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Tesco Express, Esso Garage, Row Road, Hartshill Road, Hartshil		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Tesco Express, Esso Garage, Road, Springfields, Stoke-on-Trent Tesco Express, Esso Garage, Road, Hartshill Road, Hartshill Road Local Shops, Trent Vale Road Local Shops, Trent Vale Road Local Shops, Trent Vale Road Local Shops, Stoke Road Local Shops, Trent Vale Road Local Shops, Trent Vale Road Local Shops, Trent Vale Road Local Shops, Stoke Road Local Shops, Stoke Road Local Shops, Trent Vale Road Local Shops, Stoke Road Local Shops, Trent Vale Road Local Sh	London Road, Stoke Town	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	
Tesco Express, Esso Garage, 0.0% 0 0.	Tesco Superstore, Newcastle Road, Springfields,	0.2%	3	0.0%	0	0.3%	1	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	
Local Shops, Stoke Town 1.2% 16 1.7% 3 1.5% 3 0.4% 1 2.1% 2 5.6% 5 0.8% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 Centre Local Shops, Trent Vale 0.0% 0 0	Tesco Express, Esso Garage,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basford - Etruria Road Local 0.0% 0 0	Local Shops, Stoke Town	1.2%	16	1.7%	3	1.5%	3	0.4%	1	2.1%	2	5.6%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Basford - Etruria Road Local 0.0% 0 0	Local Shops, Trent Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Mayne Street 0.0% 0	Basford - Etruria Road Local										-															
	Hanford - Mayne Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Hurtshill Flaterhill Road 0.0% 0		Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l
Harshall Harshall Harshall Rand																									
Pershall - Maner Court	Hartshill - Hartshill 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
Road Local Centre Irentham - The Lea Local 0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Networks Drive 1.00% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Center Center Local Center	Centre								•																
Matthews Way Local Centre Cent	Local Centre		0						0				0								0				
Local Centre trutia Way Retail Park,	Matthews Way Local	0.5%	6	0.0%	0	1.4%	3	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0
Skoke of Trentiae State		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trenthalm pring fields Retail Park,	•	0.2%	2	0.0%	0	0.6%	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
Newcastle Road, Stoke-on-Trent Stoke on-Trent Grother Centre,		0.2%	3	1.3%	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
Stone Road, Trentham (ldi, Brownhills Road, Road, Trentham (ldi, Brownhills Road, Ro	Newcastle Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall sda (former Netto), Scotia 0.0% 0 0.0%		0.2%	3	0.0%	0	1.0%	2	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
Road, Tunstall o-operative Food, 0.0% 0 0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Street, Burslem o-operative Food, 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
Knypersley Road, Norton o-operative Food, High 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
Lane, Tunstall armfoods, Moorlands Road, 0.0% 0 0.0	Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	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 eron Foods, Ford Green 0.0% 0	Lane, Tunstall																								
Road, Smallthorne ocal Shops, Burslem Town 0.8% 11 3.0% 6 0.3% 1 0.0% 0 0.6% 1 3.1% 3 0.6% 0 0.5% 0 0.6% 0 0.0% 0	Burslem																								
Centre Centre Control	Road, Smallthorne				0		0				0														
unk Top - High Lane Local 0.0% 0 0.0%	Centre						•				_												0		
Centre	1 . 01																								
adeley - Joyce 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	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%	
Local Centre	Local Centre			0.0%		0.0%		0.0%		0.0%				0.0%		0.0%		0.0%		0.0%	0	0.0%		0.0%	
obridge - Waterloo 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%	obridge - Waterloo 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Local Centre Middleport - Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre	0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	Ů	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	0
Newford - Community Drive 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
Norton - Knypersley Road 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
Norton - Pinfold Avenue 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
Smallthorne - Ford Green Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanfield - Haywood Road 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
Proctor's Nursery, 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
Stoke-on-Trent Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, 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
esco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tunstall Town Centre	2.1%	28	0.0%	0	2.3%	5	0.0%	0	0.0%	0	4.5%	4	10.0%	5	10.1%	6	12.6%	6	0.0%	0	0.0%	0	0.0%	0
Chell Heath - Chell Heath Road 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
Goldenhill - High Street 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
Great Chell - Biddulph Road 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
Wickes, Marlborough Road, Nr. 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
Zone 7																								
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
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Kidsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
THO ALM H	1.20/	16	0.00/	0	1.50/	4	0.40/		0.00/	0	0.50/		0.00/	0	1.50/	1	0.00/	0	0.00/	0	0.00/	0	0.50	10
reeport Talke Outlet Mall, Pit Lane. Talke Pits	1.2%	16	0.0%	0	1.5%	4	0.4%	1	0.0%	0	0.5%	1	0.8%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	10
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits one 8	0.1%	1	0.0%	0	0.3%	1	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
ainsbury's, Wharf Road, Biddulph	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Biddulph Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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
ther, Staffordshire Moorlands (Zone 8) one 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%	Ö
ldi, 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
sda (former Netto), Ashbourne Road, Cheadle	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
o-operative Food, Portland Street North, 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
o-operative Food, High Street, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Washerwall Lane, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Smithfield Centre, 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
eland, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Well 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
Iorrisons, Newcastle 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	2.0%	3	0.0%	0	0.0%	0
insbury'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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.2%	1	1.7%	3	0.0%		1.8%	2
ocal Shops, Leek Town Centre	1.6%	20	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	13.0%	20	0.0%	0		0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	l
Smithfield Centre, 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
Bridge End Garden Centre, Macclesfield Road, 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
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 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
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	0.6%	0	0.0%	0
Co-operative Food, Stafford Street, Eccleshall	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	1.1%	1	0.0%	0
Co-operative Food, Eccleshall Road, Walton, 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
Co-operative Food, High Street, 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
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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
Morrisons, Church/Mill Street, 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
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	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
Local Shops, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Sandyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stone Town Centre	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	8.0%	6	0.0%	0
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston Zone 11	0.1%	1	0.0%	0	0.0%	0	0.3%	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
Aldi, Holmes Chapel Road, West Heath, 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
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
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bromley Road, 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
Co-operative Food, St Johns Road, Buglawton, 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
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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

																									•
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, 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	
Local Shops, Alsager 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	1.2%	1	
Local Shops, Congleton Town Centre	1.2%	15	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		2.9%	1	0.0%	0			11.6%	14	
Local Shops, Newbold Astbury Local Shops, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridestone Shopping Centre, 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	
Capitol Walk Shopping Centre, 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	
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	1.0%	1	
Astbury Meadow Garden Centre, Newcastle Road, Congleton Outside the 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	
Birmingham Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	Į.
NT																								
Nantwich Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Cumberland 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	0.0%	0	0.0%	0
Pesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesco Superstore, Hibel Road, 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	0.0%	0	0.0%	0
Sesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vaitrose, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.2%	3	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	2.3%	3
ocal Shops, Macclesfield Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	5.1%	8	0.0%	0	1.5%	2
ocal Shops, Sandbach 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
Grand Junction Retail Park, Crewe	0.5%	6	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	4.7%	6
tadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	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% 0.6%	0
&Q, Weston Road, Crewe &Q, Statham Street, Macclesfield	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0																
Iomebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0
Iomebase, Old Mill 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	
Sandbach Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, Macclesfield Outside the 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
Cheshire West & Chester																								
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Derbyshire Dales																								
Co-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Homebase, Waterside Park, Clifton Road, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Midlands																								
Region Local Shops, Derby 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
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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
Tesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the 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
Manchester Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.6%	1

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	[
Local Shops, Liverpool City Centre Outside the Study Area - Newcastle-under-L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, Eccleshall Road, Loggerheads Outside the 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	
North West Region Local Shops, Nantwich 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	
Local Shops, Wilmslow 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	
Local Shops, Winsford 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	
Greyhound Retail Park, Chester	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	0.5%	1	
Gemini Retail Park (IKEA), Warrington	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.9%	1	6.0%	3	0.0%	0	0.0%	0	5.9%	7	
Handforth Dean Retail Park, Wilmslow	0.9%	12	0.0%	0		1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%		0.0%	0	1.7%	3		0	5.3%	6	
Trafford Centre, Manchester Outside the Study Area - Shropshire	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	
Asda (former Netto), 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	
Lidl, Towers Lawn, 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	
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	
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	
Homebase, Axis Centre, Market Drayton Outside the Study Area - South 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	
Hollybush, Warstone Road, Shareshill Outside the Study Area - 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	
Asda Superstore, 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	0.7%	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	0.0%	0	0.0%	0	
Sainsbury's, Chell Road, 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	
Tesco Extra, Newport 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	ı	Zone 11	
a																								
Stafford Local Shops, Stafford Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	11.0%	8	0.0%	0
Friary 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
Greyfriars Place Retail Park,	0.5%	6	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stafford																								
Guildhall Shopping Centre, 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
Hough 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
Madford Retail Park, Stafford	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	2.7%	2	0.0%	0
Queens Retail Park, Stafford	0.5%	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	9.5%	7	0.0%	0
B&Q, Lichfield Road, 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
Homebase, Greyfriars Business 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
Wickes, Madford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High Street, 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
Waitrose, Audley Road, 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
Local Shops, 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
Local Shops, Telford 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
B&Q, Telford Bridge 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
Park, Telford Outside the Study Area - West Midlands																								
Region																								
Local Shops, Penkridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre																								
Local Shops, Shrewsbury	0.2%	3	0.0%	0	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	0.0%	0
Town Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Local Shops, Walsall 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
Local Shops, Wolverhampton City	0.0%	0	0.0%	0	0.0%	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
Centre Gallagher Retail Park (IKEA) Ikea,	0.8%	11	2.0%	4	0.0%	0	0.4%	1	4.2%	4	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Wednesbury																								
Others Outside Study Area	0.20/	4	0.00%	0	0.00%	Λ	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.70/	0	0.50/	1	0.7%	٥	1 90/	2
Other - Outside Study Area Abroad	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	0.7% 0.0%	0	0.5% 0.0%	0	0.7% 0.0%	0	1.8% 0.0%	2 0

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Stoke on Trent Household Survey For WYG

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zoı	ne 6		Zone '	7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / catalogue / TV shopping	6.9%	90	4.7%	9	9.6%	23	5.7%	10	4.0%	4	6.2%	6	3.0%	6	2	11.4%	7	3.3%	2	8.7%	13	11.0%	8	5.6%	7
(Don't know / can't remember)	14.0%	182	14.2%	27	18.4%	44	11.7%	20	14.5%	15	8.6%	8	13.49	6	7	6.2%	4	12.4%	6	17.7%	27	10.7%	8	14.0%	16
(Don't do this type of shopping)	28.6%	374	30.0%	57	19.0%	45	23.9%	42	41.7%	43	41.7%	40	37.6%	6	20	32.0%	20	29.4%	15	31.5%	48	24.1%	17	23.4%	27
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100			54 00		61 100		49 100		152 100		72 100		117 104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least two times a week	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.1%	1	4.7%	3	0.0%	0	0.0%	0	
At least once a week	2.7%	18	2.8%	3	2.2%	3	0.7%	1	2.8%	1	2.8%	1	0.0%	0	10.2%	3	2.1%	1	1.3%	1	0.0%	0	7.2%	5	
At least once a fortnight	3.9%	26	2.3%	2	7.5%	9	1.1%	1	2.8%	1	5.9%	2	0.0%	0	1.0%	0	2.1%	1	10.0%	6	0.0%	0	3.0%	2	
At least once a month	9.7%	64	21.0%	21	6.6%	8	18.7%	19	6.3%	3	1.3%	1	4.3%	1	5.6%	2	1.3%	0	2.6%	2	6.8%	3	8.5%	6	
At least every two months	6.1%	40	4.9%	5	9.4%	12	6.9%	7	5.2%	2	2.5%	1	5.7%	1	3.0%	1	2.2%	1	4.7%	3	12.2%	5	4.3%	3	
At least every 3 months	12.5%	83	7.5%	7	9.9%	12	10.4%	11	17.9%	7	11.4%	5	10.3%	3	16.3%	5	20.8%	6	13.3%	8	19.1%	7	16.8%	11	
At least every 6 months	24.0%	158	22.9%	22	18.4%	23	36.7%	38	28.4%	12	37.6%	16	7.8%	2	29.1%	9	18.5%	5	30.1%	19	14.3%	6	11.1%	7	
Less often than once every 6	23.1%	153	21.9%	21	27.7%	35	14.5%	15	22.2%	9	20.2%	8	39.4%	10	20.7%	6	29.4%	8	15.8%	10	30.4%	12	27.2%	18	
months																									
Have only visited once	2.8%	19	4.0%	4	1.9%	2	0.0%	0	1.7%	1	3.5%	1	2.6%	1	4.0%	1	0.0%	0	1.6%	1	10.5%	4	4.9%	3	
(Don't know / varies)	14.5%	96	12.7%	12	16.3%	20	11.1%	11	12.6%	5	14.9%	6	28.6%	7	10.1%	3	21.4%	6	16.0%	10	6.6%	3	17.0%	11	
Mean:		0.12		0.13		0.12		0.10		0.10		0.09		0.08		0.16		0.13		0.22		0.06		0.16	
mean.		0.12		0.13		0.12		0.10		0.10		0.09		0.08		0.10		0.13		0.22		0.00		0.10	
Weighted base:		660		98		125		103		41		41		25		31		27		64		39		67	
Sample:		588		72		98		75		33		36		38		49		44		41		55		47	

Weighted:

weighteu:											1 01	• • •	10												3 tily 201
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone (5	Zone 7	,	Zone 8	3	Zone 9		Zone 10	0	Zone 1	1	
Q21 Where did you last g	jo to buy	good	ds such a	ıs to	ys, game	s, bi	cycles ar	nd re	ecreation	s go	ods?														
Zone 1																									
Aldi, Victoria Road, Berry Hill, 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	
Aldi, Leek New Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (former Netto), Victoria Road, Berry Hill, 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	
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Christchurch Street, 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	
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek 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	
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Charles Street, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	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,	0.1%	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	

											_		_												
	Total		Zone 1	1	Zone	2	Zone 3		Zone 4	ı	Zone 5	5	Zone (6	Zone 7		Zone 8	3	Zone 9	9	Zone 1	0	Zone 11	1	
Stoke-on-Trent																									
Tesco Extra, Clough Street, Stoke-on-Trent	0.5%	7	1.2%	2	0.0%	0	2.8%	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	
Local Shops, City Centre (Hanley)	5.9%	77	9.6%	18	5.7%	14	3.0%	5	2.4%	2	14.9%	14	2.7%	1	9.4%	6	4.3%	2	7.7%	12	1.9%	1	0.6%	1	
Local Shops, Fenton Town Centre	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abbey Hulton - Abbots Road 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	
Abbey Hulton - Leek Road 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	
Baddeley Green - Baddeley Green Lane 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	
Bentilee - Beverley Drive 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	
Bentilee - Devonshire Square Local Centre Bentilee - Ford Hayes Lane	0.1%	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	
Local Centre Berry Hill - Twigg Street	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Centre Birches Head - Diana 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	
Local Centre Bucknall - Causeley 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	
Local Centre Bucknall - Werrington 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	
Local Centre Eaton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Etruria - Etruria Old Road Local Centre	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fenton - King Street 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	
Fenton - Victoria Road 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	
Heron Cross - Heron Street/Grove Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Milton - Leek Road/Millrise Road 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	
Northwood - Keelings Road 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	
Norton Park - Leek New Road 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	
Shelton - College Road 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	
Shelton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Centre Sneyd Green - Milton Road 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
Berryhill Trading Estate, 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
Ravenside Retail Park, Victoria Road, Fenton	0.1%	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	0.7%	0	0.0%	0
Victoria Road Retail Park, Fenton	0.1%	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
ntu Potteries Shopping Centre, City Centre (Hanley)	0.6%	7	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Century Retail Park, Etruria Road, Stoke-on-Trent	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	0.5%	1
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.5%	32	0.0%	0	0.7%	2	5.6%	10	0.0%	0	2.5%	2	6.1%	3	7.8%	5	0.6%	0	6.1%	9	0.0%	0	0.6%	1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	7.1%	93	7.3%	14	11.0%	26	2.8%	5	2.1%	2	11.5%	11	12.9%	7	11.0%	7	10.3%	5	3.7%	6	6.2%	4	5.7%	7
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
&Q, Festival Retail Park, Stoke-on-Trent	0.1%	2	0.0%	0	0.6%	1	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
he Range, City 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
Vickes, Victoria Road, Stoke-on-Trent one 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
Asda Superstore, Wolstanton Retail Park, 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
sda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Church Street, 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
o-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Barbridge Road, Waterhayes Village, 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
o-operative Food, London Road, 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

											_													 	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windermere Road, Clayton																									
Co-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme																									
Co-operative Food, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Maybank, Newcastle-under-Lyme																									
Co-operative Food, 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	
Westbury Centre, Westbury Road,																									
Newcastle-under-Lyme																									
Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 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	
High Street, Wolstanton Heron Foods, Castle Walk,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newcastle-under-Lyme	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Iceland, Roebuck Centre, 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	
Lidl, Lower Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newcastle-under-Lyme Morrisons, Goose Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newcastle-under-Lyme	0.076	U	0.070	U	0.070	U	0.0%	U	0.070	U	0.070	U	0.076	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Morrisons, Lower Milehouse Lane.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																									
Sainsbury's, Liverpool 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	
Tesco Express, Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Audley Local Shops, 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	
Local Shops, Bradwell	0.0%	0	0.0%	0		0	0.0%	0	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, Chesterton	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%	0	0.0%	0	
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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	
Local Shops, Knutton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Shops, Newcastle-under-Lyme	1.8%	24	0.0%	0	6.1%	15	0.0%	0	6.9%	7	0.0%	0	0.8%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	l
Local Shops, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Walk Shopping Centre, 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
Roebuck Centre, 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
Wolstanton Retail Park, Queensway, 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
York Place, 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
Garners Garden Centre, Cemetery Road, Silverdale, 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
Homebase, Brook Lane, 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
Homebase, Wolstanton Retail Park, 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
Northwood Garden Centre, Clayton Road, Clayton Zone 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
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Iceland, Bennett Precinct, Longton	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Longton Retail Park, Baths Road, Longton	0.3%	4	1.7%	3	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
Fesco Superstore, Lysander Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Longton Town Centre	5.7%	75	9.3%	18	6.3%	-	17.6%	31	2.3%	2		4	1.2%	1	0.0%	0	0.0%	0	0.7%	1	1.8%	1	1.8%	2
Local Shops, Meir 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Local Shops, Meir -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutherland Road Local Shops, Meir - Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Blurton Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Finstock 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
Local Centre Blurton - Nashe Drive Local	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre	0.0%			0				0										0						0
Blurton - Wimborne Avenue 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%	-
Dresden - Carlisle Street 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
Oresden - Trentham Road 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
Hollybush - Blurton Road 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
Lightwood - Belgrave Road 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
Meir Hay - Amison Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Meir Park - Lysander Road	0.0%	1	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	0.0%	0	0.0%	0
Local Centre Normacot - Uttoxeter 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
Local Centre Sandford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Veston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Local Centre Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	l	Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	1	
Weston Coyney - Westonfields Drive 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	
Longton Exchange Shopping Centre, Longton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longton Retail Park, Longton	0.8%	11	0.0%	0	0.0%	0	3.5%	6	2.1%	2	0.0%	0	0.8%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	
Phoenix Retail Park, Longton	1.3%	17	2.7%	5	0.0%	0	6.0%	11	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park, Uttoxeter Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Meir Retail Park, Whittle Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	
Co-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Campbell Place, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Lidl, Boothen Park, Stoke 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	
Sainsbury's, Minton House, London Road, Stoke Town Centre	0.1%	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	
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.4%	5	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	0	0.0%	0	
Local Shops, Trent Vale	0.1%	2	0.0%	0	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	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L
Local Centre Hartshill - Hartshill Road 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
Dakhill - London Road 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
enkhull - Manor Court Road 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
rentham - The Lea 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
rentham - Werburgh Drive 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
rentham Lakes - Stanley Matthews Way Local Centre	0.1%	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
Vest End - London Road 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
truria Way Retail Park, Stoke-on-Trent	0.3%	4	0.0%	0	0.0%	0	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
ewstead Industrial Estate, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pringfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rentham Garden Centre, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ldi, Brownhills Road, 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
sda (former Netto), Scotia Road, 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
o-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, High Lane, 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
armfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
eron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Burslem Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Longport	0.0%	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
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
adeley - Joyce Avenue Local Centre obridge - Waterloo 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

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	i	Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	1	
Local Centre																									
Middleport - Newcastle Street Local 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	2.2%	1	0.5%	1	0.0%	0	0.0%	0	
Newford - Community Drive 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	
Norton - Knypersley Road 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	
Norton - Pinfold Avenue 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	
Smallthorne - Ford Green Road 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	
Stanfield - Haywood Road 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	
Proctor's Nursery, 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	
Stoke-on-Trent Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	
Local Shops, Tunstall Town Centre	1.4%	19	0.0%	0	1.6%	4	0.0%	0	0.0%	0	2.7%	3	9.2%	5	3.7%	2	10.3%	5	0.0%	0	0.0%	0	0.0%	0	
Chell Heath - Chell Heath Road 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	
Goldenhill - High Street 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	
Great Chell - Biddulph Road 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	
Wickes, Marlborough Road, Nr. Tunstall Zone 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	
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	
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Kidsgrove 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	
Local Shops, Packmoor Local Shops, Talke	0.0% 0.0%	0	0.0% 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									

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
THOLAM	0.20/	2	0.00/	0	0.60	1	0.00/	0	0.00/	0	0.50/	1	0.00/	0	1 10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0
reeport Talke Outlet Mall, Pit Lane, Talke Pits	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits one 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
ainsbury's, Wharf Road, Biddulph	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
ocal 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	4.1%	2	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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
Other, Staffordshire Moorlands (Zone 8) one 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
ldi, 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
sda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
o-operative Food, Portland Street North, 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
Co-operative Food, High Street, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Washerwall Lane, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Smithfield Centre, 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Well Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
forrisons, Newcastle Road, 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
ninsbury'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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Leek Town Centre	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	14	0.0%	0	0.0%	0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
Smithfield Centre, 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	
Bridge End Garden Centre, Macclesfield Road, 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	
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 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	
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	
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Eccleshall Road, Walton, 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	
Co-operative Food, High Street, 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	
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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	
Morrisons, Church/Mill Street, 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	
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Stone Town Centre	0.3%	4	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	5.1%	4	0.0%	0	
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0	
Aldi, Holmes Chapel Road, West Heath, 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	
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	
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Bromley Road, 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	
Co-operative Food, St Johns Road, Buglawton, 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	
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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	

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn 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	1.8%	2	
Local Shops, Alsager 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	
Local Shops, Congleton Town Centre	0.8%	10	0.0%	0		0	0.0%	0	0.0%	0	2.2.7.	0	0.0%	0	0.0%		3.5%	2	0.0%	0		0	7.1%	8	
Local Shops, Newbold Astbury	0.0%	0	0.0%	0		0	0.0%	0	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, Scholar Green Bridestone Shopping Centre, 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	
Capitol Walk Shopping Centre, 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	
Congleton Retail Park, Congleton	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	1.6%	2	
Astbury Meadow Garden Centre, Newcastle Road, Congleton Outside the Study Area -	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Birmingham Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0		0	0.0%	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, Station 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
NI I																								
Nantwich Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Cumberland 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	0.0%	0	0.0%	0
Pesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesco Superstore, Hibel Road, 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	0.0%	0	0.0%	0
Pesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vaitrose, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
ocal Shops, Macclesfield Town 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	1.2%	1	0.0%	0	0.0%	0	1.0%	1
ocal Shops, Sandbach 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
Grand Junction Retail Park, Crewe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
stadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	0.0% 0.0%	0		0	0.0% 0.0%	0																		
&Q, Weston Road, Crewe &Q, Statham Street, Macclesfield	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0																
Iomebase, Lyme Green Retail Park, Brindley Way, Macclesfield	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	0.0%	0	0.0%	0	3.4%	4
Homebase, Old Mill 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	L	
Sandbach	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	
Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley 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	
Macclesfield	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü													
Outside the Study Area - Cheshire West & Chester																									
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Cheshire Oaks, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Port																									
Outside the Study Area - Derbyshire Dales																									
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shawcroft Centre, Dig																									
Street, Ashbourne																									
Local Shops, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre	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	
Homebase, Waterside Park, Clifton Road, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	
Outside the Study Area - East Midlands Region																									
Local Shops, Derby City 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	
Giltbrook Retail Park (IKEA), Nottingham Outside the 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	
East Staffordshire																									
Tesco Superstore, Brookside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Uttoxeter																									
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Local Shops, Uttoxeter Town Centre	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	3.9%	6	0.0%	0	0.0%	0	
Dovefields Retail Park, 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	0.5%	1	0.0%	0	0.0%	0	
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the 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	
Manchester																									
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	Į.
Local Shops, Liverpool City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the Study Area - Newcastle-under-L yme																								
Co-operative Food, Eccleshall Road, Loggerheads Outside the Study Area - North West Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Nantwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Wilmslow	0.1%	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
Town Centre Local Shops, Winsford 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
Greyhound Retail Park, Chester	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	0.5%	1
Gemini Retail Park (IKEA), Warrington	0.1%	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
Handforth Dean Retail Park, Wilmslow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	1	1.5%	2
Trafford Centre, Manchester Outside the Study Area - 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
Asda (former Netto), Stafford Street, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Lidl, Towers Lawn, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton 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
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
Homebase, Axis Centre, Market Drayton Outside the 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
South Staffordshire Hollybush, Warstone Road, Shareshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																								
Asda Superstore,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway, Stafford 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	0.0%	0	0.0%	0
Sainsbury's, Chell Road, 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
Tesco Extra, Newport 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

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	;	Zone 6	6	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	1	
Stafford																									
Local Shops, Stafford Town Centre	0.3%	4	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	4.1%	3	0.0%	0	
Friary 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	
Greyfriars Place 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	
Guildhall Shopping Centre, 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	
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	1.1%	1	0.0%	0	
Madford 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	
Queens Retail Park, Stafford	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	0.0%	0	6.2%	4	0.0%	0	
B&Q, Lichfield Road, 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	
Homebase, Greyfriars Business 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	
Wickes, Madford Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Street, 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	
Waitrose, Audley Road, 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	
Local Shops, 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	
Local Shops, Telford 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	
B&Q, Telford Bridge 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	
Outside the Study Area - West Midlands Region																									
Local Shops, Penkridge 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	0.6%	0	0.0%	0	
Local Shops, 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	
Local Shops, Walsall 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	
Local Shops, Wolverhampton City Centre	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	
Gallagher Retail Park (IKEA) Ikea, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Others Outside Study Area	0.20/	2	0.004	0	0.004	0	0.40/	1	0.00%	0	0.00/	0	0.00/	0	0.00%	0	0.6%	0	0.00/	0	0.00/	0	1.00/	1	
Other - Outside Study Area Abroad	0.2% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.4% 0.0%	1	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	1.0% 0.5%	1	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	8	Zone	9	Zone 1	0	Zone	11
Internet / catalogue / TV shopping	13.8%	181	9.4%	18	12.2%	29	9.0%	16	23.6%	24	10.9%	10	9.4%	5	10.0%	6	11.8%	6	18.0%	27	21.5%	15	20.4%	24
(Don't know / can't remember)	4.9%	64	5.4%	10	6.5%	15	4.0%	7	6.1%	6	3.8%	4	2.4%	1	2.4%	1	1.7%	1	7.8%	12	3.6%	3	2.9%	3
(Don't do this type of shopping)	44.5%	581	45.7%	87	45.3%	107	39.0%	68	52.8%	54	45.7%	43	41.9%	23	47.2%	29	44.4%	22	39.7%	60	45.6%	33	45.7%	54
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q21

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least two times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	
At least once a week	3.9%	19	8.1%	6	2.9%	2	0.0%	0	0.0%	0	10.6%	4	1.3%	0	0.0%	0	11.5%	2	0.0%	0	15.6%	3	0.0%	0	
At least once a fortnight	2.7%	13	4.5%	3	0.0%	0	8.8%	7	0.0%	0	0.0%	0	1.3%	0	4.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	
At least once a month	13.1%	63	1.1%	1	18.9%	16	12.5%	11	18.4%	3	27.8%	10	17.9%	4	4.6%	1	4.2%	1	10.5%	5	15.9%	3	17.5%	6	
At least every two months	8.9%	43	15.9%	12	2.8%	2	14.3%	12	3.3%	1	12.7%	5	14.5%	4	14.8%	4	0.0%	0	5.7%	3	2.3%	0	0.0%	0	
At least every 3 months	21.0%	101	25.7%	19	31.3%	27	22.9%	19	21.7%	4	8.2%	3	16.6%	4	16.1%	4	11.4%	2	13.5%	7	0.0%	0	30.3%	11	
At least every 6 months	21.3%	102	19.3%	14	22.7%	19	26.7%	22	23.9%	4	14.7%	6	16.8%	4	24.3%	6	18.5%	4	24.6%	13	17.7%	4	15.3%	5	
Less often than once every 6	20.5%	98	16.5%	12	17.2%	15	12.2%	10	22.3%	4	15.7%	6	18.8%	5	24.6%	6	30.2%	6	36.5%	19	24.9%	5	26.8%	10	
months																									
Have only visited once	2.4%	12	4.5%	3	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.5%	1	4.0%	1	5.7%	3	4.2%	1	6.0%	2	
(Don't know / varies)	6.2%	30	4.4%	3	4.2%	4	2.6%	2	6.4%	1	10.2%	4	12.8%	3	8.6%	2	14.7%	3	3.5%	2	19.3%	4	4.0%	1	
Mean:		0.13		0.16		0.13		0.12		0.09		0.24		0.12		0.07		0.24		0.05		0.26		0.09	
Weighted base:		479		75		85		84		18		38		25		25		21		52		21		36	
Sample:		394		50		67		49		14		29		36		28		37		29		26		29	

	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone 5		Zone (5	Zone 7	,	Zone 8	3	Zone 9		Zone 10)	Zone 11	Į.
Q22 Where did you last g	o to buy	cher	nist good	ds (ii	ncluding	heal	th and be	eauty	/ produc	ts)?														
Cone 1																								
Aldi, Victoria Road, Berry Hill, Fenton	0.1%	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
Aldi, Leek New Road, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Victoria Road, Berry Hill, Fenton	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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.1%	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
o-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek 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
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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, Dividy Road, Bentilee	0.1%	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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	0.3%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
ak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Etruria Road,	0.1%	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

	Tota	ıl	Zone	1	Zone 2		Zone 3	3	Zone 4	ļ	Zone 5	5	Zone 6	í	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l
Stoke-on-Trent Stoke-on-Trent	0.4%	5	0.4%	1	0.0%	0	1.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, City Centre (Hanley)	10.3%	134	42.6%	81	3.6%	9	5.6%	10	6.0%	6	12.7%	12	8.7%	5	4.9%	3	6.6%	3	2.2%	3	1.8%	1	0.6%	1
ocal Shops, Fenton Town Centre	0.5%	6	2.2%	4	0.0%	0	0.3%	1	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
bbey Hulton - Abbots Road 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
Abbey Hulton - Leek Road 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
addeley Green - Baddeley Green Lane Local Centre	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0
entilee - Beverley Drive Local Centre entilee - Devonshire Square	0.1%	5	0.4% 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
Local Centre entilee - Ford Hayes Lane	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
Local Centre erry Hill - Twigg Street	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre irches Head - Diana 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
Local Centre ucknall - Causeley 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
Local Centre ucknall - Werrington Road	0.1%	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
Local Centre aton Park - Southall Way Local Centre	0.3%	4	2.1%	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
truria - Etruria Old Road 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
enton - King Street 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
enton - Victoria Road 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
eron Cross - Heron Street/Grove Road Local 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
lilton - Leek Road/Millrise Road Local Centre	0.4%	5	2.8%	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
orthwood - Keelings Road 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
orton Park - Leek New Road 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
nelton - College Road Local Centre	0.5%	6	2.9%	5	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
helton - Stoke Road Local	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone	5	Zone 6	i	Zone 7		Zone 8	3	Zone 9)	Zone 1	.0	Zone 1	1	
Centre																									
Sneyd Green - Milton Road Local Centre	0.1%	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	
Berryhill Trading Estate, 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	
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	
Victoria Road Retail Park, 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	
Intu Potteries Shopping Centre, City Centre (Hanley)	0.4%	5	1.3%	3	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	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.0%	13	0.7%	1	0.0%	0	0.3%	1	2.1%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.5%	1	
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	5.6%	73	7.6%	14	2.8%	7	0.0%	0	14.5%	15	13.6%	13	0.6%	0	6.0%	4	1.8%	1	8.3%	13	4.6%	3	2.4%	3	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Festival Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Range, City 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	
Wickes, Victoria Road, Stoke-on-Trent Zone 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	
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.3%	4	0.0%	0	1.4%	3	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	
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.6%	8	0.0%	0	0.0%	0	2.7%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	
Co-operative Food, Church Street, 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	
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Barbridge Road, Waterhayes 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	
Chesterton Co-operative Food, London Road, 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	

	Total	l	Zone 1	-	Zone	2	Zone 3		Zone 4	ı	Zone 5		Zone 6	5	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Co-operative Food, Windermere Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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
Co-operative Food, High Street, Maybank,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, 1 - 2 Westbury Centre, Westbury 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
Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
leron Foods, Castle Walk, 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
celand, Roebuck Centre, 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
idl, Lower 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
Norrisons, Goose Street, Newcastle-under-Lyme	0.6%	8	0.0%	0	3.3%	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.5%	6	0.0%	0	2.6%	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
ainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	3	0.0%	0	1.4%	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
esco Express, Church Street, 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
ocal Shops, Audley	0.7%	9	0.0%	0	3.6%	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
ocal Shops, Bradwell	0.5%	7	0.0%	0	2.9%	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
ocal Shops, Chesterton	0.2%	3	0.0%	0	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	0.0%	0
ocal Shops, Clayton	0.2%	3	0.0%	0	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	0.0%	0
ocal Shops, Cross Heath	0.1%	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
ocal Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Madeley	0.4%	5	0.0%	0	2.0%	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
ocal Shops, Middle Madeley	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Newcastle-under-Lyme Town Centre	10.4%	135	1.4%	3	45.4%	107	3.2%	6	17.4%	18	0.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Silverdale	0.5%	7	0.0%	0	2.9%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	l
Local Shops, Wolstanton Castle Walk Shopping Centre, Newcastle-under-Lyme	0.6% 0.0%	8	0.0% 0.0%	0	3.4% 0.0%	8	0.0% 0.0%	0																
Roebuck Centre, Newcastle-under-Lyme	0.1%	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
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.0%	1	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	0.0%	0	0.0%	0
York Place, 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
Garners Garden Centre, Cemetery Road, Silverdale, 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
Homebase, Brook Lane, 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
Homebase, Wolstanton Retail Park, 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
Northwood Garden Centre, Clayton Road, Clayton Cone 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
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	1	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	0.0%	0	0.0%	0
Co-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Total		Zone 1		Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6	í	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	I	
Iceland, Bennett Precinct,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Lidl, The Strand, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.2%	16	2.0%	4		0	4.4%	8	4.7%	5		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	
Park, Baths Road, Longton	1.2/0	10	2.070	7	0.070	U	7.7/0	O	4.770	3	0.070	U	0.070	U	0.070	O									
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	0.9%	11	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	
Tesco Express, Amison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Meir Hay, Longton																									
Local Shops, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Longton Town Centre	6.4%	84	6.3%	12	2.6%	6	35.2%	62	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Local Shops, Meir Town Centre	0.8%	10	0.7%	1	0.0%	0	4.9%	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	
Local Shops, Meir - Sutherland 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	
Local Shops, Meir - Weston Road	0.0%	1	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	0.0%	0	0.0%	0	
Blurton - Blurton Road Local Centre	0.0%	1	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	0.0%	0	0.0%	0	
Blurton - Finstock Avenue 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	
Blurton - Nashe Drive 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	
Blurton - Wimborne Avenue 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	
Dresden - Carlisle Street Local Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dresden - Trentham Road	0.1%	1	0.0%	0	0.0%	0	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	
Local Centre Hollybush - Blurton Road	0.0%	1	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	0.0%	0	0.0%	0	
Local Centre Lightwood - Belgrave Road	0.0%	1	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	0.0%	0	0.0%	0	
Local Centre Meir Hay - Amison Street	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Centre Meir Park - Lysander Road	0.5%	7	0.0%	0	0.0%	0	3.2%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Local Centre Normacot - Uttoxeter 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	
Local Centre Sandford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Weston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Place Local Centre Weston Coyney - New Kingsway Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
eston Coyney -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westonfields Drive Local Centre																								
ongton Exchange Shopping Centre, Longton	0.0%	1	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	0.0%	0	0.0%	0
ongton Retail Park, Longton	0.7%	10	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
oenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eir Retail Park, Uttoxeter Road, Meir	0.4%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
&Q, Meir Retail Park, Whittle Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
di, Newcastle Road, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 di, 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	0.6%	0	0.0%	0
o-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eron Foods, Campbell Place, 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
London Road, Stoke 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
dl, Boothen Park, Stoke 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
insbury's, Minton House, London Road, Stoke Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.4%	6	0.0%	0	1.2%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
esco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
cal Shops, Stoke Town Centre	2.0%	27	2.1%	4	0.6%	1	0.8%	1	18.4%	19	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
cal Shops, Trent Vale	0.3%	4	0.0%	0	1.0%	2	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
asford - Etruria Road 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
anford - Mayne Street Local Centre	0.2%	2	0.0%	0	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
arpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	•	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Local Centre																									
Hartshill - Hartshill Road Local Centre	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	
Oakhill - London Road 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	
Penkhull - Manor Court Road 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	
Trentham - The Lea Local Centre	0.0%	1	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		0	
Trentham - Werburgh Drive Local Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham Lakes - Stanley Matthews Way Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
West End - London Road Local Centre	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	
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newstead Industrial Estate, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham Garden Centre, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Brownhills Road, 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	
Asda (former Netto), Scotia Road, 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	
Co-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Lane, 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	
Farmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Burslem Town Centre	1.2%	15	0.0%	0	1.4%	3	0.0%	0	0.0%	0	11.8%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bank Top - High Lane 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	
Bradeley - Joyce Avenue Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Cobridge - Waterloo Road	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.1%	3	0.6%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone s	5	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 10	0	Zone 11	Ĺ	
Local Centre																									
Middleport - Newcastle Street Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newford - Community Drive 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	
Norton - Knypersley Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Norton - Pinfold Avenue 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	
Smallthorne - Ford Green Road Local Centre	0.4%	5	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	0.0%	0	0.0%	0	
Stanfield - Haywood Road 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	
Proctor's Nursery, 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	
Stoke-on-Trent Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.7%	9	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.0%	4	0.6%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	
Lidl, High Street, 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	
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0		0		0		0	0.0%	0	0.0%	0		0	
Local Shops, Tunstall Town Centre	3.1%	40	0.0%	0	0.3%	1	0.0%	0	0.0%	0	11.9%	11	39.9%	22	8.3%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	
Chell Heath - Chell Heath Road Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Goldenhill - High Street Local Centre	0.2%	2	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			4.9%	2	0.0%	0	0.0%	0	0.0%	0	
Great Chell - Biddulph Road Local Centre	0.1%	1	0.0%	0		0	0.0%	0	0.0%		0.0%	0		1			0.0%	0	0.0%	0		0		0	
Wickes, Marlborough Road, Nr. Tunstall Zone 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	
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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	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	
Tesco Superstore, Liverpool Road, Kidsgrove	0.3%	4	0.0%	0		0	0.0%	0	0.0%		0.0%	0		0	3.1%			1	0.0%	0		0	1.0%	1	
Local Shops, Kidsgrove Town Centre	2.1%	27	0.0%	0		0	0.0%	0		1	0.0%	0		1	37.6%	23	1.2%	1	0.0%	0		0	0.6%	1	
Local Shops, Packmoor Local Shops, Talke	0.2% 0.1%	2 1	0.0% 0.0%	0	0.00	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.6% 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l
THO ALMI	1.00/	1.4	0.40/	1	1.70/	4	0.00/	0	0.00/	0	0.00/	0	0.00/	0	7.00/	_	0.00/	0	0.00/	0	0.00/	0	2.00/	4
reeport Talke Outlet Mall, Pit Lane. Talke Pits	1.0%	14	0.4%	1	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	4
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Wharf Road, Biddulph	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Biddulph Town Centre	2.0%	26	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.5%	0	39.4%	19	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other, Staffordshire Moorlands (Zone 8) One 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, 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
Asda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
Co-operative Food, Portland Street North, 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
Co-operative Food, High Street, Tean	0.0%	0	0.0%	0	0.0%	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-operative Food, Washerwall Lane, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Smithfield Centre, 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aorrisons, Well 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	0.7%	1	0.0%	0	0.0%	0
Iorrisons, Newcastle Road, Leek	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	8.5%	13	0.0%	0	0.0%	0
ainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	2.0%	26	0.0%	0	0.0%	0	0.8%	1	0.0%	0		0	0.0%	0	0.0%	0		0	16.3%	25	0.0%	0	0.0%	0
ocal Shops, Leek Town Centre	4.6%	60	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	37.7%	57	0.0%	0	0.0%	0
ocal Shops, Tean ocal Shops, Werrington	0.3% 0.1%	4 2	0.0% 0.0%	0	0.6% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.6% 1.2%	4 2	0.0% 0.0%	0	0.0% 0.0%	0 0								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	10	Zone 1	1	
	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	
Smithfield Centre, Leek Bridge End Garden Centre, Macclesfield Road, Leek	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 10	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	5	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	
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	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	
Co-operative Food, Eccleshall Road, Walton, 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	
Co-operative Food, High Street, 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	
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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	
Morrisons, Church/Mill Street, 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	
Local Shops, Barlaston	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	4.4%	3	0.0%	0	
Local Shops, Eccleshall	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	7.7%	5	0.0%	0	
Local Shops, 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	
Local Shops, Stone Town Centre	2.7%	36	0.0%	0	0.3%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	46.1%	33	0.0%	0	
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0	
Aldi, Holmes Chapel Road, West Heath, Congleton	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	4.6%	5	
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	
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Bromley Road, Congleton	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	0.5%	1	
Co-operative Food, St Johns Road, Buglawton, 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	
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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	

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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 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, Congleton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Alsager Town Centre	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%		14.3%	17	
Local Shops, Congleton Town Centre	4.6%	60	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	4.1%		8.0%	4	0.7%	1	0.0%		44.6%	52	
Local Shops, Newbold Astbury	0.0%	0	0.0%	0		0	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, Scholar Green Bridestone Shopping Centre, 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Capitol Walk Shopping Centre, 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	0.6%	1	
Congleton Retail Park, Congleton	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%	0	5.2%	6	
Astbury Meadow Garden Centre, Newcastle Road, Congleton Outside the 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	
Birmingham Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0		0	0.0%	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, Station 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Nantwich Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Cumberland 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	0.0%	0	0.0%	0
Pesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesco Superstore, Hibel Road, 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	0.0%	0	0.0%	0
Sesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vaitrose, Flat Lane, Sandbach	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
Local Shops, Crewe Town Centre	0.5%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
ocal Shops, Macclesfield Town Centre	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	2.4%	3
ocal Shops, Sandbach Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.8%	3
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
stadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	0.0% 0.0%	0		0	0.0% 0.0%	0																		
&Q, Weston Road, Crewe &Q, Statham Street, Macclesfield	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0																
Iomebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0
Iomebase, Old Mill 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Sandbach Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, Macclesfield Outside the Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Cheshire Oaks, Ellesmere Port Outside the Study Area - Derbyshire Dales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	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, 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Waterside Park, Clifton Road, Ashbourne Outside the Study Area - East Midlands Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Derby City 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
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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
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	0.7%	1	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0
Local Shops, 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	0.0%	0	0.0%	0		0
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.1%	2	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	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Local Shops, Liverpool City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the Study Area - Newcastle-under-L yme																								
Co-operative Food, Eccleshall Road, Loggerheads Outside the 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
North West Region Local Shops, Nantwich	0.1%	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
Town Centre Local Shops, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Winsford 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.1%	1	0.0%	0	0.0%	0	0.4%	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
Trafford Centre, Manchester Outside the Study Area - 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
Asda (former Netto), Stafford Street, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Lidl, Towers Lawn, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton 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
Local Shops, Market Drayton 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	1.1%	1	0.0%	0
Homebase, Axis Centre, Market Drayton Outside the 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
South Staffordshire Hollybush, Warstone Road, Shareshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																								
Asda Superstore,	0.0%	0	0.0%	0	0.0%	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
Queensway, Stafford Marks & Spencer, Gaolgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stafford Sainsbury's, Chell Road, 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
Tesco Extra, Newport Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

8											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	<u> </u>	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Stafford																									
Local Shops, Stafford Town Centre	0.9%	12	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	12.2%	9	0.0%	0	
Friary 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	
Greyfriars Place 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	
Guildhall Shopping Centre, 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	
Hough 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	
Madford 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	
Queens Retail Park, Stafford	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		2	0.0%	0	
B&Q, Lichfield Road, 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	
Homebase, Greyfriars Business 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	
Wickes, Madford Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Street, 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	
Waitrose, Audley Road, 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	
Local Shops, Newport Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, 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	1.1%	1	0.0%	0	
B&Q, Telford Bridge 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	
Outside the Study Area - West Midlands Region																									
Local Shops, Penkridge 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	
Local Shops, 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	
Local Shops, Walsall 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	
Local Shops, Wolverhampton 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	
Gallagher Retail Park (IKEA) Ikea, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Others Outside Study Area	0.3%	4	0.404	1	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1 204	1	0.0%	٥	2 70/	2	0.00/	0	
Other - Outside Study Area Abroad	0.5%	4 0	0.4% 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		3 0	0.0% 0.0%	0	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Internet / catalogue / TV	3.4%	44	3.5%	7	1.5%	3	5.9%	10	2.0%	2	1.1%	1	0.6%	0	1.5%	1	5.7%	3	6.0%	9	7.7%	6	1.5%	2
shopping				,		-								-				3		_				
(Don't know / can't remember)	1.9%	25	0.4%	1	1.3%	3	5.5%	10	1.0%	1	4.7%	4	5.0%	3	1.5%	1	0.6%	0	1.1%	2	0.6%	0	0.5%	1
(Don't do this type of shopping)	6.6%	86	6.0%	12	4.8%	11	5.3%	9	4.0%	4	25.4%	24	12.6%	7	8.6%	5	5.3%	3	2.7%	4	1.2%	1	4.9%	6
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q22AHow often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q22

Daily	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	12	1.5%	3	0.7%	1	0.0%	0	0.0%	0	1.8%	1	0.8%	0	1.1%	1	1.3%	1	1.1%	1	2.3%	1	2.3%	2
At least once a week	16.8%	194	15.6%	27	19.5%	43	19.9%	29	7.2%	7	5.7%	4	10.1%	4	16.1%	9	28.9%	13	22.1%	30	12.6%	8	18.6%	20
At least once a fortnight	14.8%	170	16.7%	29	12.5%	27	18.9%	28	8.5%	8	14.7%	10	19.5%	9	12.2%	7	11.5%	5	19.2%	26	12.2%	8	13.3%	15
At least once a month	34.8%	401	37.1%	64	33.7%	74	32.7%	48	34.9%	34	47.7%	31	41.8%	18	37.2%	20	27.8%	12	30.2%	41	38.5%	25	30.8%	34
At least every two months	7.4%	85	6.1%	11	7.6%	17	7.0%	10	15.8%	15	4.7%	3	4.8%	2	8.9%	5	9.6%	4	3.0%	4	9.3%	6	7.6%	8
At least every 3 months	6.5%	75	2.8%	5	3.9%	9	6.5%	9	7.1%	7	4.5%	3	3.3%	1	2.1%	1	10.1%	4	10.9%	15	4.3%	3	16.5%	18
At least every 6 months	3.4%	39	3.5%	6	6.7%	15	0.8%	1	7.2%	7	2.4%	2	0.9%	0	0.7%	0	0.0%	0	3.6%	5	3.1%	2	0.7%	1
Less often than once every 6	2.6%	30	3.7%	6	3.2%	7	0.4%	1	7.9%	8	0.8%	1	0.0%	0	6.5%	4	2.0%	1	1.8%	2	1.2%	1	0.5%	1
months																								
Have only visited once	0.8%	9	3.3%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	1	0.7%	1
(Don't know / varies)	11.7%	134	9.4%	16	12.3%	27	13.7%	20	10.6%	10	17.7%	12	18.8%	8	15.2%	8	5.9%	3	8.2%	11	14.3%	9	9.1%	10
Mean:		0.44		0.46		0.44		0.47		0.27		0.39		0.43		0.43		0.57		0.48		0.42		0.46
Weighted base:		1151		172		219		145		96		65		44		54		44		137		65		109
Sample:		1121		130		179		121		90		70		79		85		87		92		94		94

Stoke on Trent Household Survey

For WYG July 2013 Weighted:

23 Where did you last go to buy electrical items, such as televisions, washing machines and computers? 1	
Idi, Victoria Road, Berry 0.1% 1 0.0% 0 0.0% 0 0.4% 1 0.0% 0 0.0	
Idi, Victoria Road, Berry 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 1 0.0% 0 0.0%	
Norton sda (former Netto), 0.0% 0 0.0	0
Victoria Road, Berry Hill, Fenton O-operative Food, Abbots	0
Road, Abbey Hulton o-operative Food, Leek	0
o-operative Food, Leek 0.0% 0	0
o-operative Food,	0
o-operative Food, 0.0% 0 0.0%	0
o-operative Food, 0.0% 0 0.0%	0
o-operative Food, Millrise 0.0% 0 0.0	0
o-operative Food, Keelings 0.0% 0 0.0	0
o-operative Food, Hanley 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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, Sheyu Green	0
o-operative Food, Leek 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Road, Stoke-On-Frent eron Foods, Leek 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% Abbey Hulton	0
eron Foods, Devonshire 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Square, Bentilee/Ubberley eland, Charles Street, City 0.0% 0 0.0%	0
Centre (Hanley) idl, Dividy Road, Bentilee 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	
larks & Spencer, Upper 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Market Square, City Centre (Hanley)	0
orrisons, Festival Park, 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0%	0
Stoke-On-Freni sk Foods, Stoke 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% Shelton	0
insbury's, Etruria 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

	Total		Zone	1	Zone 2		Zone 3	3	Zone 4	ļ	Zone 5		Zone 6	í	Zone 7		Zone 8	3	Zone 9)	Zone 10	0	Zone 11	
a																								
Stoke-on-Trent Sesco Extra, Clough Street, Stoke-on-Trent	0.5%	7	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	2
ocal Shops, City Centre (Hanley)	6.8%	89	15.1%	29	2.1%	5	7.6%	13	4.9%	5	7.0%	7	10.5%	6	7.1%	4	3.6%	2	6.4%	10	3.1%	2	5.2%	6
Local Shops, Fenton Town Centre	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
bbey Hulton - Abbots Road 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
bbey Hulton - Leek Road 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
addeley Green - Baddeley Green Lane 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
entilee - Beverley Drive 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
entilee - Devonshire Square Local Centre entilee - Ford Hayes Lane	0.0%	0		0		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 Centre erry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre irches Head - Diana 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
Local Centre ucknall - Causeley 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
Local Centre ucknall - Werrington Road 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
aton Park - Southall Way 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
truria - Etruria Old Road 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
enton - King Street 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
enton - Victoria Road 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
eron Cross - Heron Street/Grove Road 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
(ilton - Leek Road/Millrise Road 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
orthwood - Keelings Road 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
orton Park - Leek New Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
elton - College Road 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
helton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Total	l	Zone 1	1	Zone 2	2	Zone 3	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone 9	9	Zone 1	10	Zone 1	1	
Centre																									
Sneyd Green - Milton Road 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	
Berryhill Trading Estate, 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	
Ravenside Retail Park, Victoria Road, Fenton	0.5%	6	0.0%	0	1.0%	2	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Victoria Road Retail Park, Fenton	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	
Intu Potteries Shopping Centre, City Centre (Hanley)	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Century Retail Park, Etruria Road, Stoke-on-Trent	0.1%	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	
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	3.3%	43	7.0%	13	1.7%	4	2.4%	4	1.7%	2	2.3%	2	2.6%	1	5.4%	3	3.5%	2	3.6%	5	1.8%	1	3.9%	5	
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	15.8%	206	14.6%	28	21.7%	51	6.5%	11	18.4%	19	32.2%	31	27.8%	15	23.2%	14	10.8%	5	14.2%	22	2.4%	2	7.0%	8	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Festival Retail Park, Stoke-on-Trent	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	3.6%	5	0.0%	0	0.0%	0	
The Range, City 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	
Wickes, Victoria Road, Stoke-on-Trent Zone 2	0.4%	5	2.4%	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	
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.3%	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	
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Church Street, 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	
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Barbridge Road, Waterhayes 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	
Chesterton Co-operative Food, London Road, 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
o-operative Food, Windermere Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Clayton 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
o-operative Food, High Street, Maybank, 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
Newcastle-under-Lyme o-operative Food, 1 - 2 Westbury Centre, Westbury 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
o-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eron Foods, Castle Walk, 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
eland, Roebuck Centre, 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
idl, Lower 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
Iorrisons, 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
Iorrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.1%	2	0.0%	0	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
ainsbury's, Liverpool Road, Newcastle-under-Lyme	0.4%	5	0.0%	0	2.0%	5	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
esco Express, Church Street, 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
ocal Shops, Audley	0.1%	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
ocal Shops, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
ocal Shops, Clayton	0.1%	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
ocal Shops, Cross 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
ocal Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme Town Centre	3.3%	43	0.4%	1	12.4%	29	0.0%	0	6.7%	7	2.0%	2	0.0%	0	0.5%	0	0.0%	0	2.0%	3	0.0%	0	0.6%	1
ocal Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Local Shops, Wolstanton	0.2%	2	0.7%	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	
Castle Walk Shopping Centre, 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	
Roebuck Centre, 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	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
York Place, 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	
Garners Garden Centre, Cemetery Road, Silverdale, 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	
Homebase, Brook Lane, 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	
Homebase, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northwood Garden Centre, Clayton Road, Clayton Zone 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	
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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	
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Iceland, Bennett Precinct, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1.0%	13	1.8%	3	0.0%	0	2.6%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	0.1%	1	0.0%	0	0.0%	0	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
Геsco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longton Town	5.6%	74	9.1%	17	3.2%		20.9%	36	5.2%	5	0.0%	0	1.2%	1	0.0%	0		0	3.2%	5	2.2%	2		0
Centre																								
Local Shops, Meir Town Centre	0.5%	6	0.0%	0	1.3%	3	1.4%	3	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.6%	0		0
Local Shops, Meir - Sutherland 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
Local Shops, Meir - Weston 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
Blurton - Blurton Road 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
Blurton - Finstock Avenue 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
Blurton - Nashe Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Wimborne Avenue 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
Oresden - Carlisle Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Dresden - Trentham Road	0.3%	4	0.0%	0	0.0%	0	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
Local Centre Hollybush - Blurton 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
Local Centre Lightwood - Belgrave 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
Local Centre Meir Hay - Amison Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Meir Park - Lysander Road	0.1%	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
Local Centre		-		_																				-
ormacot - Uttoxeter Road 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
andford Hll - Heathcote Street 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
Veston Coyney - Coalville Place 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
Weston Coyney - New Kingsway 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

Weston Coyney - Westonfields Drive Local Centre Longton Exchange Shopping Centre, Longton Longton Retail Park, Longton Phoenix Retail Park, Longton Meir Retail Park, Uttoxeter	Total 0.0% 0.2% 1.1% 2.2% 0.1% 0.2%	0 2 14 29 2	Zone 1 0.0% 0.7% 2.6% 0.4% 0.0%	0 1 5	Zone 2 0.0% 0.0% 0.0% 0.0%	0 0 0	Zone 3 0.0% 0.3% 4.7%	0	Zone 4 0.0%	0	Zone 5	0	Zone 6	0	Zone 7	0	Zone 8 0.0%	0	Zone 9	0	Zone 10	0	Zone 11	0	
Westonfields Drive Local Centre Longton Exchange Shopping Centre, Longton Longton Retail Park, Longton Phoenix Retail Park, Longton	0.2% 1.1% 2.2% 0.1%	2 14 29	0.7% 2.6% 0.4%	1 5	0.0%	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	
Centre, Longton Longton Retail Park, Longton Phoenix Retail Park, Longton	1.1% 2.2% 0.1%	14 29	2.6% 0.4%		0.0%			1	0.0%	Ω															
Longton Retail Park, Longton Phoenix Retail Park, Longton	2.2% 0.1%	29	0.4%			0	4.7%			U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longton	0.1%			1	0.0%			8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park Httoveter		2	0.0%		/0	0	14.4%	25	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Road, Meir	0.2%			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	
B&Q, Meir Retail Park, Whittle Road, Meir		2	0.0%	0	0.0%	0	0.4%	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	
Aldi, Newcastle Road, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	
Co-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Campbell Place, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Lidl, Boothen Park, Stoke 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	
Sainsbury's, Minton House, London Road, Stoke 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	
Tesco Superstore, Newcastle Road, Springfields, 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	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.9%	12	1.8%	3	0.3%	1	0.0%	0	4.6%	5	0.0%	0	1.4%	1	0.0%	0	0.6%	0	1.1%	2	0.6%	0	0.0%	0	
Local Shops, Trent Vale	0.2%	2	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%	0	
* '	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hanford - Mayne Street Local Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Lead Centre Hartschill Hardschill Road Olley Olle		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	Ó	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l
Harrishall Harrishall Road O.98																									
Center C	Hartshill - Hartshill 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
Road Lecal Center Fereitham — Rela Leal Cal Col 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%	
Centre Networks Drive 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre rewham Lakes - Stanley	Centre		0		0		0		0		0			0.0%	0		0			0.0%	0		0		
Matthes Way Local Centre Centr	Local Centre																								
Lacel Cente Prusing Way Retail Park, 0.1% 0.1% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0%	Matthews Way Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sloke-of-Tente ewstead Industrial Estate, 0.0% 0 0.		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 pringfields Retail Park,	•	0.1%	2	0.0%	0	0.6%	1	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
New castle Road, Stoke-on-Trent Tentham Garden Centre, O.0% O 0.0% O 0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Road, Trentham Lidi, Brownhillis Road,	Newcastle Road,	0.2%	3	0.0%	0	0.3%	1	0.4%	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
Tunstall sda (former Netto), Scotia No. No.		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tunstall o-operative Food,		0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Street, Burslem o-operative Food,	. , , , , , , , , , , , , , , , , , , ,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knypersley Road, Norton o-operative Food, High	· ·	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Tunstall armfoods, Moorlands Road, 0.0% 0 0.0	Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 eron Foods, Ford Green 0.0% 0	Lane, Tunstall																								
Road, Smallthorne ocal Shops, Burslem Town 0.4% 6 0.0% 0 0	Burslem																								
Centre Centre Control Centrol C	Road, Smallthorne		0										0		0						0				
ink Top - High Lane Local 0.0% 0 0.0%	Centre												-		_						•		0		
Centre radeley - Joyce 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 Local Centre	ocal Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
obridge - Waterloo 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%	Local Centre		0		0		0		0		0						0				0		0		
	obridge - Waterloo 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

											_														
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	,	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Local Centre																									
Middleport - Newcastle Street 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	
Newford - Community Drive 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	
Norton - Knypersley Road 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	
Norton - Pinfold Avenue 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	
Smallthorne - Ford Green Road 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	
Stanfield - Haywood Road 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	
Proctor's Nursery, 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	
Stoke-on-Trent Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.7%	3	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, High Street, 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	
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	
Local Shops, Tunstall Town Centre	2.6%	34	1.7%	3	2.1%	5	0.0%	0	0.0%	0	7.2%	7	13.5%	7	8.5%	5	11.0%	5	0.0%	0	0.0%	0	1.0%	1	
Chell Heath - Chell Heath Road 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	
Goldenhill - High Street 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	
Great Chell - Biddulph Road 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	
Wickes, Marlborough Road, Nr. Tunstall Zone 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	
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	
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Liverpool Road, Kidsgrove	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Kidsgrove Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Packmoor Local Shops, Talke	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
THO ALM II	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
reeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits one 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
ainsbury's, Wharf Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Biddulph	0.270	J	0.070		0.070		0.070		0.070		0.070		0.070		0.070		2.070		0.070		0.070		0.070	v
ocal Shops, Biddulph Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	8	0.0%	0	0.0%	0	0.5%	1
ocal Shops, 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
other, Staffordshire Moorlands (Zone 8) one 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
ldi, 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
sda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
o-operative Food, Portland Street North, 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
o-operative Food, High Street, Tean o-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washerwall Lane, Werrington	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	Ü
armfoods, The Smithfield Centre, 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Well Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Newcastle Road, 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
ainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.2%	1	2.3%	3	0.0%		3.4%	4
ocal Shops, Leek Town Centre	1.5%	19	0.0%	0	2.2.7	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		0.0%	0	12.7%	19	0.0%	0		0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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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	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	
Smithfield Centre, 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	
Bridge End Garden Centre, Macclesfield Road, 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	
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 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	
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	
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Eccleshall Road, Walton, 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	
Co-operative Food, High Street, 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	
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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	
Morrisons, Church/Mill Street, Stone	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	0.0%	0	5.2%	4	0.0%	0	
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Stone Town Centre	0.7%	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%		12.3%	9	0.0%	0	
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0	
Aldi, Holmes Chapel Road, West Heath, 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	
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	
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Bromley Road, 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	
Co-operative Food, St Johns Road, Buglawton, 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	
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Road, Scholar Green	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	v
Farmfoods, Market Street, 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
Marks & Spencer Simply Food, Congleton Retail Park, 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
Morrisons, Bridestone Shopping Centre, 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
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Barn Road, 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
Local Shops, Alsager 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	1.0%	1
Local Shops, Congleton Town Centre	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	12.3%	14
Local Shops, Newbold Astbury	0.0%	0	0.0%	0		0	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, Scholar Green Bridestone Shopping Centre, 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Capitol Walk Shopping Centre, 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
Congleton Retail Park, 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
Astbury Meadow Garden Centre, Newcastle Road, 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
Outside the Study Area - Birmingham	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
Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	1	Zone 9		Zone 10)	Zone 11	:	
Nantwich																									
Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Dunwoody Way, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Sainsbury's, Cumberland 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	0.0%	0	0.0%	0	
Tesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hibel Road, 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	0.0%	0	0.0%	0	
Tesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.3%	3	0.0%	0	0.6%	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	1.2%	1	
Local Shops, Macclesfield 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	3.1%	2	0.0%	0	0.0%	0	5.1%	6	
Local Shops, Sandbach Town Centre	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	4.1%	5	
Grand Junction Retail Park, Crewe	0.2%	2	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%	0	
Stadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, Macclesfield	0.0% 0.4%	0 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.9%	0 6									
B&Q, Weston Road, Crewe	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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, Statham Street, Macclesfield Homebase, Lyme Green	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Retail Park, Brindley Way, Macclesfield	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Homebase, Old Mill 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	
Sandbach Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, 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	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West & Chester																								
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Derbyshire Dales																								
Co-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne 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
Homebase, Waterside Park, Clifton Road, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Midlands Region																								
Local Shops, Derby 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
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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
Tesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Dovefields Retail Park, 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	0.7%	1	0.0%	0	0.0%	0
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.1%	1	0.0%	0	0.3%	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

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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	1	
Local Shops, Liverpool City Centre Outside the Study Area - Newcastle-under-L	0.1%	2	0.0%	0	0.3%	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	
yme Co-operative Food, 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	
Loggerheads Outside the Study Area - North West Region																									
Local Shops, Nantwich 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	
Local Shops, Wilmslow 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	
Local Shops, Winsford 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	
Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Handforth Dean Retail Park,	0.9%	12	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.8%	1	0.0%	0	2.2%	2	7.1%	8	
Wilmslow Trafford Centre, Manchester Outside the Study Area - Shropshire	0.1%	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	
Asda (former Netto), Stafford Street, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drayton Lidl, Towers Lawn, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drayton Morrisons, Maer Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Market Drayton Local Shops, Market	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Drayton Town Centre Homebase, Axis 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	
Market Drayton Outside the Study Area - South Staffordshire																									
Hollybush, Warstone Road, Shareshill Outside the 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	
Stafford Asda Superstore,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Queensway, Stafford Marks & Spencer, Gaolgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stafford Sainsbury's, Chell 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	
Stafford Tesco Extra, Newport 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L .
Stafford Local Shops, Stafford Town Centre	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	0.5%	1	9.5%	7	0.0%	0
Friary Retail Park, Stafford Greyfriars Place Retail Park,	0.0% 0.3%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.9%	0 4	0.0% 0.0%	0												
Stafford Guildhall Shopping Centre, 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
Hough Retail Park, Stafford	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	2.6%	2	0.0%	0
Madford Retail Park, Stafford	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	2.7%	2	0.0%	0
Queens Retail Park, Stafford B&Q, Lichfield Road, Stafford	0.1% 0.0%	1 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												
Homebase, Greyfriars Business 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
Wickes, Madford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High Street, 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
Waitrose, Audley Road, 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
Local Shops, 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
Local Shops, Telford Town Centre B&Q, Telford Bridge 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
Park, Telford Outside the Study Area -	0.070	O	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	V	0.070	Ü	0.070	Ü	0.070	O	0.070	U	0.070	Ü	0.070	U
West Midlands Region																								
Local Shops, Penkridge 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
Local Shops, 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
Local Shops, Walsall 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
Local Shops, Wolverhampton 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
Gallagher Retail Park (IKEA) Ikea, Wednesbury Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Abroad	0.1% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.5%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	1.6% 0.0%	1 0	0.6% 0.0%	1 0										

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Stoke on Trent Household Survey For WYG

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone	11
Internet / catalogue / TV shopping	16.8%	220	12.8%	25	21.2%	50	11.6%	20	22.4%	23	7.4%	7	10.5%	6	19.8%	12	19.0%	9	21.5%	33	22.9%	16	16.0%	19
(Don't know / can't remember)	8.6%	113	9.8%	19	9.3%	22	8.7%	15	7.3%	8	11.4%	11	3.0%	2	7.6%	5	6.5%	3	9.2%	14	8.9%	6	7.4%	9
(Don't do this type of shopping)	14.4%	188	15.5%	30	12.9%	31	11.6%	20	16.4%	17	23.5%	22	16.8%	9	10.1%	6	11.2%	6	12.1%	18	14.0%	10	16.3%	19
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q23

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
At least two times a week	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	1.5%	1	
At least once a week	0.7%	6	1.2%	1	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	
At least once a fortnight	0.4%	3	0.0%	0	1.8%	2	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	
At least once a month	1.5%	12	0.7%	1	1.1%	1	5.4%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.8%	1	0.0%	0	0.0%	0	1.8%	1	
At least every two months	3.1%	24	1.9%	2	1.5%	2	0.0%	0	0.0%	0	7.8%	4	0.9%	0	18.8%	7	0.0%	0	9.7%	8	0.0%	0	0.0%	0	
At least every 3 months	5.5%	43	4.0%	5	4.7%	6	9.3%	11	3.9%	2	7.8%	4	11.9%	4	10.8%	4	4.7%	1	1.1%	1	5.3%	2	2.7%	2	
At least every 6 months	13.7%	108	12.6%	15	19.1%	26	13.3%	16	9.0%	5	3.0%	2	3.7%	1	13.6%	5	11.6%	4	22.6%	20	8.1%	3	16.5%	12	
Less often than once every 6	45.3%	356	46.4%	55	48.0%	64	38.1%	45	50.2%	28	53.9%	30	46.6%	18	25.7%	10	61.9%	19	35.2%	31	47.8%	19	53.8%	38	
months																									
Have only visited once	6.5%	51	5.4%	6	9.9%	13	3.6%	4	7.0%	4	8.6%	5	5.4%	2	7.7%	3	0.9%	0	6.7%	6	14.2%	6	2.6%	2	
(Don't know / varies)	23.1%	181	27.9%	33	14.0%	19	27.0%	32	30.0%	17	19.0%	10	31.5%	12	19.4%	7	18.1%	6	24.7%	21	23.5%	9	21.0%	15	
Mean:		0.03		0.03		0.02		0.08		0.01		0.02		0.02		0.05		0.02		0.01		0.01		0.05	
Weighted base:		785		118		134		119		56		55		38		38		31		87		39		71	
Sample:		767		89		113		95		48		55		62		58		63		57		63		64	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11	
Q24 Where did you last g	o to buy I	DIY (or garden	ning	goods?																			
Zone 1																								
Aldi, Victoria Road, Berry Hill, 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
Aldi, Leek New Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (former Netto), Victoria Road, Berry Hill, 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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek 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
Heron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	· •	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Stoke-on-Trent 'esco Extra, Clough Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent																								
Local Shops, City Centre (Hanley)	1.8%	24	6.3%	12	0.6%	1	0.4%	1	0.6%	1	2.2%	2	1.8%	1	4.1%	3	3.1%	2	1.5%	2	0.0%	0	0.0%	0
ocal Shops, Fenton Town Centre	0.6%	7	1.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	3.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Abbey Hulton - Abbots Road 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
Abbey Hulton - Leek Road 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
Baddeley Green - Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Lane Local Centre Bentilee - Beverley Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Bentilee - Devonshire Square	0.1%	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
Local Centre Bentilee - Ford Hayes Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Berry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Birches Head - Diana 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
Local Centre Bucknall - Causeley 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
Local Centre Bucknall - Werrington 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
Local Centre Eaton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Etruria - Etruria Old 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
Local Centre Tenton - King Street Local	0.4%	6	0.4%	1	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Tenton - Victoria Road Local	0.1%	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
Centre Heron Cross - Heron	0.1%	2	0.0%	0				0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%		0.0%	0		0
Street/Grove Road Local Centre	U.2%	2	0.0%	U	1.0%	2	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	U.U%	0	0.0%	U	0.0%	U
Milton - Leek Road/Millrise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre orthwood - Keelings 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
Local Centre Iorton Park - Leek New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre helton - College 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
Local Centre helton - Stoke Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	l	Zone 2	2	Zone 3		Zone 4		Zone 5	i	Zone 6		Zone 7		Zone 8		Zone 9		Zone 1)	Zone 11	
Centre Sneyd Green - Milton Road 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
Berryhill Trading Estate, Fenton	0.1%	1	0.0%	0	0.0%	0	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
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
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0		1	0.4%	1	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	1.5%	20	1.3%	3	2.3%	5	0.0%	0	1.7%	2	0.5%	1	6.0%	3	0.0%	0	0.0%	0	4.4%	7	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Festival Retail Park, Stoke-on-Trent	12.2%	160	29.7%	57	10.6%	25	0.0%	0	7.1%	7	38.1%	36	9.7%	5	10.1%	6	18.8%	9	6.8%	10	2.0%	1	1.8%	2
The Range, City 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
Wickes, Victoria Road, Stoke-on-Trent Zone 2	1.3%	18	5.7%	11	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	3.4%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Wolstanton Retail Park, Newcastle-under-Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Church Street, 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
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Barbridge Road, Waterhayes 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
Chesterton Co-operative Food, London Road, 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Co-operative Food, Windermere Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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	
Co-operative Food, High Street, Maybank, 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	
Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Co-operative Food, The Parade, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, 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	
Iceland, Roebuck Centre, 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	
Lidl, Lower 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	
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	
Morrisons, Lower Milehouse Lane, 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	
Sainsbury's, Liverpool 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	
Tesco Express, Church Street, 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	
Local Shops, Audley	0.1%	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	
Local Shops, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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	
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0		0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Newcastle-under-Lyme Town Centre	2.2%	28	0.0%	0	8.6%	20	0.3%	1	3.9%	4	0.0%	0	5.4%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Silverdale	0.1%	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	

	Total		Zone 1		Zone 2	2	Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Local Shops, Wolstanton Castle Walk Shopping Centre, 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Roebuck Centre, 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	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
York Place, 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	
Garners Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	0.6%	8	0.0%	0	1.4%	3	0.0%	0	3.2%	3	1.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Homebase, Brook Lane, Newcastle-under-Lyme	4.3%	56	0.7%	1	16.5%	39	0.0%	0	14.5%	15	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Homebase, Wolstanton Retail Park, Newcastle-under-Lyme	3.3%	43	4.0%	8	7.5%	18	0.0%	0	3.3%	3	2.4%	2	1.2%	1	0.6%	0	2.3%	1	4.4%	7	0.0%	0	2.4%	3	
Northwood Garden Centre, Clayton Road, Clayton Zone 3	0.2%	3	0.0%	0	1.0%	2	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	
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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	
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3	Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	
Iceland, Bennett Precinct,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Lidl, The Strand, Longton	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	0.0%	0	0.0%	0
Fesco Extra, Longton Retail Park, Baths Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Γesco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Longton Town	2.1%	27	1.2%	2			12.3%	22	0.0%	0		0	0.0%	0		0		0	0.0%	0		4	0.0%	0
Centre																								
Local Shops, Meir Town Centre	0.2%	2	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local Shops, Meir - Sutherland Road	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Meir - Weston Road	0.0%	1	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	0.0%	0	0.0%	0
Blurton - Blurton Road 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
Blurton - Finstock Avenue 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
Blurton - Nashe Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Wimborne 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
Local Centre Dresden - Carlisle Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Dresden - Trentham 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
Local Centre Hollybush - Blurton 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
Local Centre ightwood - Belgrave 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
Local Centre Meir Hay - Amison Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Meir Park - Lysander Road	0.3%		0.0%	0	0.0%		1.3%	2	0.0%		0.0%		0.0%		0.0%			0	1.1%	2	0.6%	0		0
Local Centre		4				0						0		0		0								
formacot - Uttoxeter Road 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
andford Hll - Heathcote Street 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
Veston Coyney - Coalville Place Local Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Coyney - New Kingsway 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

	Total		Zone 1		Zone 2	:	Zone 3	3	Zone 4	1	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	1	Zone 10)	Zone 11	
Veston Coyney - Westonfields Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 ongton Exchange Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Longton ongton 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
Longton hoenix 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
Longton leir Retail Park, Uttoxeter	0.2%	3	0.0%	0		0	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		1	0.0%	0
Road, Meir &Q, Meir Retail Park,	15.1%	197	10.0%	19	9.8%		55.7%	97	16.6%	17	0.7%	1	0.0%	0	2.0%		1.8%	1				8	0.6%	1
Whittle Road, Meir ldi, Newcastle 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
Springfields, Stoke-on-Trent	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	Ü
ldi, 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	0.0%	0	0.0%	0
o-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eron Foods, Campbell Place, 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
eland, Boothen Park, London Road, Stoke 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
idl, Boothen Park, Stoke 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
ainsbury's, Minton House, London Road, Stoke 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
esco Superstore, Newcastle Road, Springfields, 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
esco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stoke Town Centre	0.5%	6	0.4%	1	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.8%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0
ocal Shops, Trent Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
asford - Etruria Road 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
anford - Mayne Street 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
arpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Hartshill - Hartshill Road	0.0% 0.0%	0	Zone 1 0.0%		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
Hartshill - Hartshill Road	0.0%		0.0%																						
Hartshill - Hartshill Road	0.0%		0.0%	_																					
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	
Oakhill - London Road Local Centre	0.00/	0	0.0%	0	0.0%	0	0.0%	0	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 - Manor Court Road Local Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham - The Lea 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	
Trentham - Werburgh Drive Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham Lakes - Stanley Matthews Way Local Centre	0.1%	2	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	0.6%	0	0.0%	0	
West End - London Road 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	
Etruria Way Retail Park, Stoke-on-Trent	0.1%	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	
Newstead Industrial Estate, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.5%	7	0.7%	1	2.3%	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	
Trentham Garden Centre, Stone Road, Trentham	0.3%	4	0.4%	1	0.0%	0	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	
Aldi, Brownhills Road, 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	
Asda (former Netto), Scotia Road, 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	
Co-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Lane, 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	
Farmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Burslem Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bank Top - High Lane 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	
Bradeley - Joyce Avenue 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	
Cobridge - Waterloo 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	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	;	Zone (6	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 11	l	
Local Centre																									
Middleport - Newcastle Street 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	
Newford - Community Drive 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	
Norton - Knypersley Road 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	
Norton - Pinfold Avenue 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	
Smallthorne - Ford Green Road 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	
Stanfield - Haywood Road 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	
Proctor's Nursery, High Lane, Brown Edge,	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	
Stoke-on-Trent Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	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	
Lidl, High Street, 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	
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0		0	
Local Shops, Tunstall Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Chell Heath - Chell Heath Road 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	
Goldenhill - High Street Local Centre	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	
Great Chell - Biddulph Road 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	
Wickes, Marlborough Road, Nr. Tunstall Zone 7	2.2%	29	0.0%	0	1.0%	2	0.0%	0	0.0%	0	5.7%	5	21.1%	11	6.6%	4	10.2%	5	0.0%	0	0.0%	0	0.6%	1	
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	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Cedar Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, High Street, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Kidsgrove Town Centre	0.1%	1	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	
Local Shops, Packmoor Local Shops, Talke	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	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% 0.0%	0	0.0% 0.0%	0	

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	Total	I	Zone 1		Zone 2	2	Zone 3		Zone 4	ļ	Zone 5		Zone 6	5	Zone '	7	Zone 8	3	Zone 9	ı	Zone 1	0	Zone 1	1	
Freeport Talke Outlet Mall,	0.1%	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	0.5%	1	
Pit Lane, Talke Pits B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits Zone 8	3.9%	50	0.0%	0	6.5%	15	0.0%	0	0.0%	0	0.7%	1	2.0%	1	29.9%	18	10.1%	5	0.0%	0	0.0%	0	8.5%	10	
Sainsbury's, Wharf Road, Biddulph	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Biddulph Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Biddulph Moor Other, Staffordshire Moorlands (Zone 8) Zone 9	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	
Aldi, Haywood Street, Leek Asda (former Netto), Ashbourne Road, Cheadle	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Asinouthe Road, Cheathe Asda (former Netto), Springfield Road, 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	
Co-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Abbotts Road, 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	
Co-operative Food, Picton Street, Leek Co-operative Food, Portland	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.07.0	0		0	0.0%	0	0.0%	0	0.0%	0	
Street North, Leek Co-operative Food, High	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Street, Tean Co-operative Food, Washerwall Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Werrington Farmfoods, The Smithfield Centre, 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	
Iceland, Tape Street, Cheadle Morrisons, Well Street,	0.0% 0.0%	0	0.0% 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Cheadle Morrisons, Newcastle Road, 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	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Cheadle Town Centre	0.5%	7	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	4.4%	7	0.0%	0		0	
Local Shops, Leek Town Centre Local Shops, Tean	2.8% 0.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0		0	0.0%	0	23.0%	35	0.0%	0	0.0%	0	
Local Shops, Werrington	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
Smithfield Centre, 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
Bridge End Garden Centre, Macclesfield Road, Leek	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	2.4%	4	0.0%	0	1.8%	2
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Other, Staffordshire Moorlands (Zone 9) Zone 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
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	0.6%	0	0.0%	0
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Eccleshall Road, Walton, 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
Co-operative Food, High Street, 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
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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
Morrisons, Church/Mill Street, Stone	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	3.7%	3	0.0%	0
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	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
Local Shops, Sandyford	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%	0	0.0%	0	0.0%	0
Local Shops, Stone Town Centre	0.6%	8	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	10.6%	8	0.0%	0
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0
Aldi, Holmes Chapel Road, West Heath, 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
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
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bromley Road, 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
Co-operative Food, St Johns Road, Buglawton, 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
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6	6	Zone 7		Zone 8	1	Zone 9		Zone 1	0	Zone 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, 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	
Local Shops, Alsager 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	0.6%	1	
Local Shops, Congleton Town Centre	0.8%	11	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.6%		3.0%	1	0.0%	0	0.0%		7.5%	9	
Local Shops, Newbold Astbury	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	
Local Shops, Scholar Green	0.1%	2	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%	0	
Bridestone Shopping Centre, 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	
Capitol Walk Shopping Centre, 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	
Congleton Retail Park, 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	
Astbury Meadow Garden Centre, Newcastle Road, Congleton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	11.2%	13	
Outside the Study Area - Birmingham																									
Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Station 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	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1	
N																									
Nantwich Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ainsbury's, Cumberland 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	0.0%	0	0.0%	0	
Pesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pesco Superstore, Hibel Road, 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	0.0%	0	0.0%	0	
Sesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Vaitrose, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.3%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	
ocal Shops, Macclesfield 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	1.8%	2	
ocal Shops, Sandbach 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	1.0%	1	
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
tadium Retail Park, Crewe Lyme Green Retail Park, Brindley Way, 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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
&Q, Weston Road, Crewe &Q, Statham Street, Macclesfield	2.4% 1.1%	31 14	0.0% 0.0%	0		9 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	0	2.5% 0.0%	2 0	1.2% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%		16.9% 12.1%	20 14	
fomebase, Lyme Green Retail Park, Brindley Way, Macclesfield	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	0.0%	0	0.0%	0	3.0%	4	
Iomebase, Old Mill 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	0.6%	0	0.0%	0	0.0%	0	1.8%	2	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	l
Sandbach	0.00/	0	0.00/	0	0.00/	0	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
Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, Macclesfield Outside the Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Cheshire Oaks, Ellesmere Port Outside the Study Area - Derbyshire Dales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ashbourne Town Centre	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	2.1%	3	0.0%	0	0.0%	0
Homebase, Waterside Park, Clifton Road, Ashbourne Outside the Study Area - East Midlands Region	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	1.7%	3	0.0%	0	0.0%	0
Local Shops, Derby 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
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East 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
Tesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	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	2.1%	3	0.0%	0	0.0%	0
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Local Shops, Liverpool City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the Study Area - Newcastle-under-L yme																								
Co-operative Food, Eccleshall Road, Loggerheads Outside the Study Area - North West Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Nantwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Winsford 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester Outside the Study Area - 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
Asda (former Netto), Stafford Street, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Lidl, Towers Lawn, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton 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
Local Shops, Market Drayton Town Centre	0.1%	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
Homebase, Axis Centre, Market Drayton Outside the 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	1.1%	1	0.0%	0
South Staffordshire Hollybush, Warstone Road, Shareshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																								
Asda Superstore,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway, Stafford Marks & Spencer, Gaolgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Stafford Sainsbury's, Chell Road, 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
Tesco Extra, Newport 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	ļ	
Stafford Local Shops, Stafford Town Centre	0.2%	3	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	3.0%	2	0.0%	0	
Friary Retail Park, Stafford Greyfriars Place Retail Park,	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	0.00	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 4.2%	0	0.0% 0.0%	0	
Stafford Guildhall Shopping Centre, 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	
Hough 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	
Madford 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	
Queens 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	
B&Q, Lichfield Road, Stafford	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	14.6%	10	0.0%	0	
Homebase, Greyfriars Business Park, Stafford	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		6	0.0%	0	
Wickes, 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	6.9%	5	0.0%	0	
Outside the Study Area - Telford & Wrekin																									
Co-operative Food, High Street, 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	
Waitrose, Audley Road, 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	
Local Shops, 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	
Local Shops, Telford 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	
B&Q, Telford Bridge Retail Park, Telford Outside the 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	
West Midlands																									
Region Local Shops, Penkridge 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	
Local Shops, 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	
Local Shops, Walsall 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	
Local Shops, Wolverhampton 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	
Gallagher Retail Park (IKEA) Ikea, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Others																									
Other - Outside Study Area Abroad	0.7% 0.0%	9 1	0.0% 0.0%	0	0.3% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.6%	0 1	2.2% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1 0	0.5% 0.0%	1 0	0.7% 0.0%	0	3.9% 0.0%	5 0	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11
Internet / actalogue / TV	2.0%	26	1.5%	2	2.6%	6	0.0%	0	4.7%	5	4.5%	4	2.0%	1	1.7%	1	3.4%	2	0.5%	1	1 104	1	1.7%	2
Internet / catalogue / TV shopping	2.0%	20	1.5%	3	2.0%	6	0.0%	U	4.7%	3	4.5%	4	2.0%	1	1.7%	1	3.4%	2	0.5%	1	1.1%	1	1.7%	2
(Don't know / can't remember)	5.2%	68	4.1%	8	7.4%	18	4.4%	8	3.8%	4	3.8%	4	8.3%	4	2.1%	1	1.9%	1	4.7%	7	5.7%	4	8.4%	10
(Don't do this type of shopping)	21.0%	275	27.8%	53	14.3%	34	20.4%	36	24.4%	25	32.0%	30	24.8%	13	22.4%	14	30.9%	15	19.4%	29	15.4%	11	11.8%	14
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q24

Daily	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	
At least two times a week	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.6%	1	
At least once a week	3.7%	35	6.4%	8	3.8%	7	2.7%	4	5.3%	4	0.0%	0	2.8%	1	5.5%	2	3.7%	1	1.4%	2	8.2%	5	1.9%	2	
At least once a fortnight	6.6%	61	1.6%	2	10.8%	19	12.2%	16	3.1%	2	8.4%	5	0.9%	0	16.3%	7	9.2%	3	2.3%	3	3.2%	2	2.3%	2	
At least once a month	11.4%	106	11.2%	14	13.9%	25	10.5%	14	12.4%	8	9.4%	5	9.1%	3	14.1%	6	5.6%	2	9.6%	11	22.9%	13	4.9%	4	
At least every two months	10.4%	98	10.7%	14	10.4%	19	7.5%	10	13.9%	10	9.4%	5	12.6%	4	11.4%	5	18.6%	6	3.3%	4	10.0%	6	17.6%	16	
At least every 3 months	18.0%	168	17.5%	22	16.5%	30	17.2%	23	12.8%	9	20.6%	12	12.4%	4	15.3%	7	22.9%	7	22.1%	25	14.4%	8	23.6%	22	
At least every 6 months	18.8%	176	15.5%	20	20.7%	37	21.6%	28	21.8%	15	14.7%	8	30.5%	11	4.2%	2	19.4%	6	20.4%	23	15.4%	9	18.1%	17	
Less often than once every 6	18.1%	170	22.2%	28	16.5%	30	22.5%	30	19.4%	13	24.0%	14	18.3%	6	12.0%	5	13.3%	4	17.7%	20	16.6%	9	10.8%	10	
months																									
Have only visited once	0.6%	5	0.5%	1	0.0%	0	0.0%	0	1.6%	1	1.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
(Don't know / varies)	11.9%	112	14.3%	18	7.3%	13	5.7%	8	9.9%	7	9.7%	6	11.3%	4	21.1%	10	7.4%	2	20.6%	24	9.4%	5	17.4%	16	
Mean:		0.17		0.16		0.17		0.15		0.15		0.15		0.10		0.26		0.15		0.17		0.21		0.18	
mean.		0.17		0.10		0.17		0.13		0.15		0.13		0.10		0.20		0.15		0.17		0.21		0.10	
Weighted base:		937		127		179		131		69		57		35		45		32		115		56		92	
Sample:		887		95		147		107		62		63		63		68		59		68		77		78	

	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone (5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	Į.
Q25 Where did you last g	o to buy f	furni	iture, car	pets	and floo	r co	verings?																	
Cone 1																								
Aldi, Victoria Road, Berry Hill, 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
Aldi, Leek New Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (former Netto), Victoria Road, Berry Hill, 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
Co-operative Food, Abbots Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Leek New Road, Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Werrington Road, Bucknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Christchurch Street, 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
Co-operative Food, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
to-operative Food, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hanley Road, Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Leek 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
Ieron Foods, Leek Road, Abbey Hulton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ieron Foods, Devonshire Square, Bentilee/Ubberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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, Dividy Road, Bentilee Iarks & Spencer, Upper Market Square, City	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Centre (Hanley) forrisons, Festival Park, Ridgeway Drive, 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
ak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ainsbury's, Etruria 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

	Total		Zone 1	1	Zone	2	Zone 3	,	Zone 4	ļ	Zone 5		Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	
Stoke-on-Trent Sesco Extra, Clough Street, 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
ocal Shops, City Centre (Hanley)	4.1%	53	5.0%	10	5.3%	13	4.7%	8	1.4%	1	1.9%	2	5.8%	3	11.0%	7	6.4%	3	2.4%	4	0.7%	0	2.3%	3
ocal Shops, Fenton Town Centre	3.3%	43	3.1%	6	5.5%	13	9.8%	17	1.8%	2	0.0%	0	3.6%	2	2.6%	2	0.6%	0	0.5%	1	0.0%	0	0.0%	0
Abbey Hulton - Abbots Road Local Centre	0.1%	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
Abbey Hulton - Leek Road 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
addeley Green - Baddeley Green Lane Local Centre	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0
Sentilee - Beverley Drive Local Centre Sentilee - Devonshire Square	0.0%	0	0.0%	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 Centre Bentilee - Ford Hayes Lane	0.0%	0	0.0%	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 Centre erry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre irches Head - Diana 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
Local Centre ucknall - Causeley Road	0.2%	3	1.1%	2	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
Local Centre ucknall - Werrington Road 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
aton Park - Southall Way 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
truria - Etruria Old Road 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
enton - King Street Local Centre	0.1%	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
enton - Victoria Road Local Centre	0.3%	4	0.4%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
eron Cross - Heron Street/Grove Road 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
lilton - Leek Road/Millrise Road 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
orthwood - Keelings Road 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
orton Park - Leek New Road 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
nelton - College Road 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
helton - Stoke Road Local	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%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
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Centre Sneyd Green - Milton Road Local Centre	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berryhill Trading Estate, Fenton	0.3%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Victoria Road, Fenton	0.7%	9	0.7%	1	0.0%	0	3.2%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road Retail Park, Fenton	1.1%	14	2.9%	6	1.3%	3	0.8%	1	0.0%	0		1	0.0%	0	0.5%	0		0	1.2%	2	0.6%	0		0
ntu Potteries Shopping Centre, City Centre (Hanley)	0.2%	2	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	0.6%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.6%	21	0.4%	1	0.7%	2	6.4%	11	0.0%	0	2.5%	2	0.0%	0	4.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	4.9%	64	5.4%	10	3.6%	9	3.3%	6	1.8%	2	16.7%	16	12.5%	7	11.5%	7	1.9%	1	0.0%	0	3.3%	2	4.0%	5
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.4%	6	0.4%	1	0.3%	1	1.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
3&Q, Festival Retail Park, Stoke-on-Trent	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	4.6%	3	0.0%	0
The Range, City 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
Vickes, Victoria Road, Stoke-on-Trent Zone 2	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	0.5%	1	0.0%	0	0.0%	0
Asda Superstore, Wolstanton Retail Park, 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
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Church Street, 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
Co-operative Food, Oxford Road, Basford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Hanbridge Avenue, Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Barbridge Road, Waterhayes Village, 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
Co-operative Food, London Road, 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

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	Total		Zone 1		Zone 2	2	Zone 3		Zone 4	ı	Zone 5	i	Zone (6	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 11	1	
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Windermere Road, Clayton																									
Co-operative Food, The Moss, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Clayton 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	
Newcastle-under-Lyme Co-operative Food, High Street, Maybank,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, 1 - 2 Westbury Centre, Westbury 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	
Newcastle-under-Lyme Co-operative Food, The	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parade, Silverdale																									
Co-operative Food, Unit 3, High Street, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Castle Walk, 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	
Iceland, Roebuck Centre, 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	
Lidl, Lower 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	
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	
Morrisons, Lower Milehouse Lane, 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	
Sainsbury's, Liverpool 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	
Tesco Express, Church Street, 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	
Local Shops, 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	
Local Shops, Bradwell	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%	0	0.0%	0	
Local Shops, Chesterton	0.4%	6	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cross 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	
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Middle Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newcastle-under-Lyme Town Centre	4.2%	55	0.0%	0	16.2%	38	0.3%	1	7.5%	8	0.7%	1	1.2%	1	0.5%	0	0.6%	0	2.9%	4	1.1%	1	0.6%	1	
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	1	
Local Shops, Wolstanton	0.1%	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	
Castle Walk Shopping Centre, 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	
Roebuck Centre, 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	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
York Place, 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	
Garners Garden Centre, Cemetery Road, Silverdale, 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	
Homebase, Brook Lane, 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	
Homebase, Wolstanton Retail Park, Newcastle-under-Lyme	0.5%	6	1.3%	3	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northwood Garden Centre, Clayton Road, Clayton Zone 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	
Aldi, Whittle Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Finstock Avenue, Blurton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, 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	
Co-operative Food, Unit 1, Anchor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Belgrave Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Weston Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Wimborne Avenue, Newstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, New Kingsway, Weston Coyney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Edensor Road, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
Iceland, Bennett Precinct, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Геsco Express, Amison Street, Meir Hay, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Local Shops, Longton Town Centre	2.0%	26	3.6%	7		3	3.7%	6	7.3%	8	0.0%	0	2.3%	1	0.0%	0		0	0.0%	0	1.2%	1	0.0%	0
Local Shops, Meir Town Centre	0.3%	4	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Meir -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutherland Road Local Shops, Meir - Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Blurton Road 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
Blurton - Finstock Avenue 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
Blurton - Nashe Drive Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Blurton - Wimborne 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
Local Centre Dresden - Carlisle Street 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
Dresden - Trentham 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
Local Centre Hollybush - Blurton 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
Local Centre Lightwood - Belgrave 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
Local Centre Meir Hay - Amison Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre Meir Park - Lysander Road	0.6%	7	0.0%	0	0.0%	0	4.2%	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
Local Centre Normacot - Uttoxeter 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
Local Centre Sandford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Weston Coyney - Coalville	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Place Local Centre Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.0%	U	0.070	U	0.070	U										

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Weston Coyney - Westonfields Drive 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	
Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park, Uttoxeter Road, Meir	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
B&Q, Meir Retail Park, Whittle Road, Meir	0.6%	8	1.3%	3	0.3%	1	1.9%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Aldi, Newcastle Road, Springfields,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	
Co-operative Food, Mayne Street, Hanford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Manor Court Street, Penkhull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Campbell Place, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Lidl, Boothen Park, Stoke 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	
Sainsbury's, Minton House, London Road, Stoke 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	
Tesco Superstore, Newcastle Road, Springfields, 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	
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	1.4%	19	1.8%	3	1.0%	2	0.8%	1	9.7%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Local Shops, Trent Vale	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0 Zone 11		l		
Local Centre																										
Hartshill - Hartshill Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oakhill - London Road 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		
Penkhull - Manor Court Road 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		
Trentham - The Lea 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		
Trentham - Werburgh Drive 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		
Trentham Lakes - Stanley Matthews Way Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West End - London Road 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		
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newstead Industrial Estate, Trentham	0.3%	3	1.3%	3	0.0%	0	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		
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.5%	6	1.3%	3	0.3%	1	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		
Trentham Garden Centre, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Brownhills Road, 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		
Asda (former Netto), Scotia Road, 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		
Co-operative Food, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Knypersley Road, Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, High Lane, Tunstall	0.0%	0	0.0%	0	0.0%	0	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		
Farmfoods, Moorlands Road, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Burslem Town Centre	1.1%	14	0.0%	0		7	0.0%	0	0.0%	0	5.9%	6	1.2%	1	0.6%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0		
Local Shops, Longport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bank Top - High Lane 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		
Bradeley - Joyce Avenue 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		
Cobridge - Waterloo 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		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Local Centre Iddleport - Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre	0.070	Ü	0.070		0.070	Ü	0.070	•	0.070		0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070		0.070	v
Newford - Community Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre																								
Vorton - Knypersley 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
Local Centre		_		_		_		_								_				_		_		
Vorton - Pinfold 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
Local Centre mallthorne - Ford Green	0.20/	2	0.00/	0	0.00/	0	0.00/	Λ	0.00/	0	0.00/	0	5.00/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Road Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	5.0%	3	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U
tanfield - Haywood 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
Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
roctor's Nursery, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Brown Edge,		-		-		-		-		-		~		-		-		-		-		-		
Stoke-on-Trent																								
Asda Superstore, Scotia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tunstall (opposite																								
Matalan / Next)																								
idl, High Street, 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
esco Express, 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
Road, Great Chell			0.00/		0.00/		0.004		0.00/				0.44		2.40	_	• • • • •		0.00/		0.00/		0.004	
ocal Shops, Tunstall Town	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	8.1%	4	3.4%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Centre	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
Chell Heath - Chell Heath Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soldenhill - High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.070	U	0.070	U	0.070	Ü	0.070	U	0.070	U	0.070	O	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	· ·
Great Chell - Biddulph 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
Local Centre																								
Vickes, Marlborough Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nr. Tunstall																								
one 7																								
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
Kidsgrove	0.004		0.004		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.004		0.00/		0.004	0
Co-operative Food, Cedar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Kidsgrove	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
Co-operative Food, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Talke Co-operative Food, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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. Whitehill	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
esco Superstore, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Kidsgrove	3.070	Ü	3.070	0	3.070	Ü	3.070	Ü	3.070	0	3.070	0	3.070	0	3.070	Ü	3.070	Ü	3.070	0	3.070	Ü	3.070	V
ocal Shops, Kidsgrove	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.2%	7	0.6%	0	0.0%	0	0.0%	0	0.5%	1
Town Centre		-		-		-		-		-		~		-				-		-		-		
		_	0.001	0	0.00/	0	0.00/	Λ	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0
ocal Shops, Packmoor	0.0%	0	0.0%	0	0.0%	O	0.0%	0	0.0%	U	0.0%	U	0.070	U	0.070	U	0.0%	U	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Table Order Mall	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	0.60/	0	0.00/	0
reeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0%	0	0.0%	0	0.0%	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
&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits one 8	0.2%	2	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	0.0%	0
ainsbury's, Wharf 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
Biddulph	0.070	Ü	0.070		0.070		0.070		0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070		0.070	Ü	0.070	v
ocal Shops, Biddulph Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0
ocal Shops, 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
Other, Staffordshire Moorlands (Zone 8) one 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
ldi, 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
sda (former Netto), Ashbourne Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
sda (former Netto), Springfield Road, 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
o-operative Food, Tean Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
o-operative Food, Abbotts Road, 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
o-operative Food, Picton 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
Street North, 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
o-operative Food, High Street, Tean o-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washerwall Lane, Werrington	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	Ü
armfoods, The Smithfield Centre, 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
celand, Tape Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Well Street, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iorrisons, Newcastle Road, 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
ainsbury'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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal Shops, Cheadle Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	10.8%	16	0.0%	0	1.0%	1
ocal Shops, Leek Town Centre	1.4%	19	0.0%	0	2.2.7	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%		1.2%		11.5%	18	0.7%	0	,	0
ocal Shops, Tean ocal Shops, Werrington	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

																									· ·
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Smithfield Centre, 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	
Bridge End Garden Centre, Macclesfield Road, 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	
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Staffordshire Moorlands (Zone 9) Zone 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	
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	
Co-operative Food, Stafford Street, Eccleshall	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Eccleshall Road, Walton, 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	
Co-operative Food, High Street, 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	
Marks & Spencer Simply Food, M6 North Stafford Motorway Services, Nr 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	
Morrisons, Church/Mill Street, 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	
Local Shops, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Eccleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Local Shops, Stone Town Centre	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%		17.9%	13	0.0%	0	
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wedgwood Visitor Centre, Barlaston Zone 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	0.0%	0	0.0%	0	0.0%	0	
Aldi, Holmes Chapel Road, West Heath, 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	
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	
Co-operative Food, Lawton Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, Bromley Road, 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	
Co-operative Food, St Johns Road, Buglawton, 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	
Co-operative Food, West Heath Shopping Centre, Sandbach Road, 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	

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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 1	1	
Co-operative Food, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Market Street, 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	
Marks & Spencer Simply Food, Congleton Retail Park, 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	
Morrisons, Bridestone Shopping Centre, 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	
Sainsbury's Local, Crewe Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Barn Road, 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	
Local Shops, Alsager Town Centre	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	4.6%	5	
Local Shops, Congleton Town Centre Local Shops, Newbold	0.0%	20	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		3.5% 0.0%	2	0.0%	0		0	0.0%	18	
Astbury Local Shops, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridestone Shopping Centre, Congleton	0.0%	1		0		0	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.5%	1	
Capitol Walk Shopping Centre, 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	
Congleton Retail Park, 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	
Astbury Meadow Garden Centre, Newcastle Road, Congleton Outside the 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	
Birmingham Local Shops, Birmingham City Centre Outside the Study Area - Cannock Chase	0.0%	0	0.0%	0	0.0%	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	
B&Q, Wyrley Brook, Vine Lane, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hollies Park Road, Cannock Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	0.0%	0	0.0%	0	
Aldi, Stadium Retail Park, Crewe	0.0%	0	0.0%	0		0	0.0%	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, Station 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	

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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		
Nantwich																									
Aldi, Middleton Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Market Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Local, Gawsworth House, West Park Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Macclesfield Morrisons, Dunwoody Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cumberland 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	0.0%	0	0.0%	0	
Tesco Extra, Vernon Way, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hibel Road, 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	0.0%	0	0.0%	0	
Tesco Superstore, Wheelock Street, Middlewich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Flat Lane, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Crewe Town Centre	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
Local Shops, Macclesfield Town Centre	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	1	3.2%	5	2.2%	2	5.3%	6	
Local Shops, Sandbach 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	
Grand Junction Retail Park, Crewe	0.4%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	3	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	1.7%	2	
B&Q, Weston Road, Crewe B&Q, Statham Street, Macclesfield	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0													
Homebase, Lyme Green Retail Park, Brindley Way, 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	0.0%	0	0.0%	0	
Homebase, Old Mill Road,	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%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	Į.	
Sandbach																									
Wickes, Lockitt Street, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Hulley Road, Macclesfield Outside the Study Area - Cheshire West & Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda Superstore, The Drumber, Winsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	
Cheshire Oaks, Ellesmere Port Outside the Study Area - Derbyshire Dales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-operative Food, Shawcroft Centre, Dig Street, Ashbourne	0.0%	0	0.0%	0		0	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, Ashbourne 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	
Homebase, Waterside Park, Clifton Road, Ashbourne Outside the Study Area - East Midlands Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Derby 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	
Giltbrook Retail Park (IKEA), Nottingham Outside the Study Area - East Staffordshire	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	2.6%	4	0.0%	0	0.0%	0	
Tesco Superstore, Brookside Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Uttoxeter 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	0.5%	1	0.0%	0	0.0%	0	
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter Outside the Study Area - Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Manchester City Centre Outside the Study Area - Merseyside	0.1%	1	0.0%	0	0.3%	1	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	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	5	Zone 6	5	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	[
Local Shops, Liverpool City Centre Outside the Study Area - Newcastle-under-L	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Co-operative Food, Eccleshall Road, Loggerheads Outside the 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		
North West Region Local Shops, Nantwich 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		
Local Shops, Wilmslow 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		
Local Shops, Winsford 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	0.0%	0	0.0%	0	0.0%	0	0.5%	1		
Greyhound Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gemini Retail Park (IKEA), Warrington	0.6%	8	0.0%	0	1.7%	4	0.0%	0	1.1%	1	2.0%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0		
Handforth Dean Retail Park, Wilmslow	0.5%	6	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0	2.0%	2		
Trafford Centre, Manchester Outside the Study Area - Shropshire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda (former Netto), 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		
Lidl, Towers Lawn, 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		
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		
Local Shops, Market Drayton Town Centre	0.1%	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		
Homebase, Axis Centre, Market Drayton Outside the 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		
South Staffordshire Hollybush, Warstone Road, Shareshill Outside the Study Area - 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		
Asda Superstore, 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		
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%	0		
Sainsbury's, Chell Road, 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		
Tesco Extra, Newport 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		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	ı
Stafford Local Shops, Stafford Town Centre	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	0.0%	0	5.5%	4	0.0%	0
Friary 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
Greyfriars Place Retail Park,	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	2.3%	2	0.0%	0
Stafford																								
Guildhall Shopping Centre, 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
Hough 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
Madford 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	0.7%	0	0.0%	0
Queens Retail Park, Stafford	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	0.0%	0	5.2%	4	0.0%	0
B&Q, Lichfield Road, 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	0.7%	0	0.0%	0
Homebase, Greyfriars Business 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
Wickes, Madford 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
Outside the Study Area - Telford & Wrekin																								
Co-operative Food, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Newport Waitrose, Audley 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
Newport Local Shops, Newport 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre																								
Local Shops, Telford Town Centre	0.0%	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	0.0%	0	0.0%	0
B&Q, Telford Bridge 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
Outside the Study Area - West Midlands																								
Region	0.00/	0	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	0.00/	0	0.00/	
Local Shops, Penkridge 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
Local Shops, 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
Local Shops, Walsall Town	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Centre Local Shops,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre																								
Gallagher Retail Park (IKEA) Ikea,	0.4%	5	0.4%	1	0.3%	1	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wednesbury																								
Others																								
Other - Outside Study Area Abroad	0.8% 0.0%	11 0	0.0% 0.0%	0	1.0% 0.0%	2 0	0.0% 0.0%	0	1.2% 0.0%	1 0	4.4% 0.0%	7 0	1.1% 0.0%	1	0.5% 0.0%	1 0								

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Internet / cotale con / TW	5.00/	7.0	2.10/	4	0.50/	20	11.20/	20	9.20/	0	2.00/	2	2.50/	2	4.20/	2	0.00/	0	<i>5.60</i> /	0	2.00/	2	5 70/	7
Internet / catalogue / TV shopping	5.9%	76	2.1%	4	8.5%		11.2%	20	8.3%	9	2.0%	2	3.5%	2	4.2%	3	0.0%	0	5.6%	8			5.7%	1
(Don't know / can't remember)	18.7%	245	25.3%	48	13.2%	31	18.8%	33	13.8%	14	23.4%	22	21.4%	12	19.9%	12	19.5%	10	21.5%	33	11.5%	8	18.3%	21
(Don't do this type of shopping)	29.9%	390	34.4%	66	28.0%	66	23.2%	41	36.7%	38	31.2%	30	29.1%	16	24.2%	15	38.2%	19	26.2%	40	32.1%	23	32.3%	38
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q25AHow often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Not asked to those who												is type	of shopp	ing) at	Q25	٠, .								
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	3.0%	18	8.8%	6	3.2%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1	14.3%	3	0.0%	0	8.7%	3	0.0%	0
At least every 6 months	3.2%	19	0.0%	0	2.7%	3	3.4%	3	5.1%	2	4.6%	2	2.6%	1	9.9%	3	5.5%	1	4.2%	3	1.1%	0	1.1%	1
Less often than once every 6 months	68.5%	407	77.1%	56	70.1%	83	70.1%	57	61.5%	26	60.4%	25	53.5%	13	54.6%	17	71.9%	15	67.1%	48	79.6%	30	70.6%	36
Have only visited once	9.3%	55	5.9%	4	14.5%	17	6.1%	5	14.7%	6	21.8%	9	11.2%	3	3.6%	1	4.2%	1	6.0%	4	5.2%	2	4.8%	2
(Don't know / varies)	14.9%	89	8.2%	6	8.1%	10	19.4%	16	17.1%	7	13.1%	5	30.0%	7	21.0%	7	1.4%	0	22.8%	16	5.5%	2	23.5%	12
Mean:		0.01		0.01		0.01		0.00		0.00		0.00		0.00		0.06		0.02		0.00		0.01		0.00
Weighted base:		595		73		119		82		42		41		25		32		21		71		38		51
Sample:		583		59		95		75		38		37		44		40		44		53		54		44
Q26 Do you ever visit an	y of the	follov	wing ce	ntres?	MR/PI	R]																		
Hanley city centre	82.2%	1073	92.8%	177	79.4%	188	86.6%	151	82.5%	85	82.5%	78	75.0%	40	86.2%	53	84.7%	42	81.4%	124	64.1%	46	75.4%	88
Stoke town centre	28.8%	376	27.5%	53	25.7%	61	28.2%	49	71.5%	74	30.4%	29	28.6%	15	19.2%	12	16.7%	8	22.7%	35	17.8%	13	23.7%	28
Fenton town centre	15.5%	203	17.3%	33	12.1%	29	25.1%	44	29.6%	30	13.3%	13	15.1%	8	15.9%	10	17.4%	9	11.4%	17	4.8%	3	5.7%	7
Burslem town centre	18.3%	239	16.6%	32	14.9%	35	6.4%	11	18.5%	19		59	41.9%	23	31.3%		21.9%	11	14.5%	22	1.4%	1	6.6%	8
Meir town centre	11.4%	149	10.9%	21	4.8%	11	40.8%	71	12.1%	12	5.4%	5	2.6%	1	3.6%	2	3.7%	2		17	6.7%	5	1.1%	1
Tunstall town centre	27.5%	359	16.3%	31	22.9%	54	7.0%	12	11.4%	12		64	93.4%	50	73.3%	45	68.1%	34	13.9%	21	1.4%	1	29.2%	34
Longton town centre	38.6%	504	49.4%	94	31.2%	74	93.6%	164	48.8%	50	20.3%	19		12	7.3%	4	10.1%	5		54	19.2%		11.4%	13
Don't visit any of these centres	9.2%	120	3.3%	6	12.1%	29	1.3%	2	2.3%	2	5.4%	5	2.4%	1	3.1%	2	9.9%	5	13.3%	20	31.9%	23	20.6%	24
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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Stoke on Trent Household Survey For WYG

Weighted: For WYG

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11
Q27 Which centre do y Those who visit a cen			st?																					
Hanley city centre	59.9%	711	72.4%	134	70.4%	146	29.5%	51	39.8%	40	48.5%	44	25.0%	13	53.4%	32	58.3%	26	81.6%	107	80.1%	39	84.5%	79
Stoke town centre	5.5%	65	2.7%	5	5.7%	12	0.3%	1	31.8%	32	9.0%	8	0.8%	0	0.0%	0	0.7%	0	1.2%	2	5.1%	2	3.1%	3
Fenton town centre	0.9%	11	1.1%	2	0.0%	0	0.3%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.6%	1
Burslem town centre	2.9%	34	3.8%	7	1.9%	4	0.0%	0	1.3%	1	18.5%	17	0.6%	0	2.3%	1	1.3%	1	1.1%	1	0.0%	0	1.2%	1
Meir town centre	1.3%	15	0.7%	1	0.4%	1	5.4%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.4%	1
Tunstall town centre	11.5%	136	0.8%	2	9.9%	21	0.0%	0	0.0%	0	24.0%	22	71.7%	38	43.6%	26	39.1%	17	3.0%	4	0.0%	0	8.4%	8
Longton town centre	18.0%	213	18.4%	34	11.8%	24	64.3%	111	22.5%	23	0.0%	0	1.9%	1	0.6%	0	0.7%	0	10.1%	13	11.8%	6	0.8%	1
Weighted base:		1186		185		208		172		101		90		53		59		44		132		49		93
Sample:		1150		143		171		147		97		93		97		94		86		82		64		76

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?

Those who visit a centre at Q26

Daily	4.4%	52	3.7%	7	5.2%	11	5.5%	9	3.5%	4	14.2%	13	9.2%	5	2.8%	2	2.6%	1	0.8%	1	0.0%	0	0.0%	0
At least two times a week	12.9%	153	29.9%	55	3.8%	8	24.7%	43	12.3%	12	11.5%	10	27.1%	14	12.0%	7	3.3%	1	0.6%	1	0.8%	0	0.8%	1
At least once a week	22.5%	267	33.4%	62	16.2%	34	35.6%	61	19.6%	20	42.5%	38	28.1%	15	20.7%	12	27.0%	12	2.5%	3	7.2%	4	6.7%	6
At least once a fortnight	13.0%	154	16.7%	31	11.9%	25	12.7%	22	17.7%	18	9.4%	8	10.9%	6	17.1%	10	11.7%	5	10.3%	14	2.6%	1	15.2%	14
At least once a month	17.7%	210	9.3%	17	20.7%	43	11.9%	20	27.7%	28	8.8%	8	21.6%	11	21.6%	13	20.8%	9	32.1%	42	15.9%	8	10.6%	10
At least every two months	9.5%	113	2.9%	5	12.9%	27	3.7%	6	7.9%	8	4.7%	4	1.9%	1	8.5%	5	11.3%	5	17.6%	23	31.2%	15	13.5%	13
At least every 3 months	8.4%	99	0.8%	2	13.2%	27	3.5%	6	3.4%	3	5.3%	5	0.0%	0	4.1%	2	12.2%	5	13.8%	18	16.9%	8	23.4%	22
At least every 6 months	6.0%	71	0.7%	1	9.1%	19	0.8%	1	5.6%	6	1.3%	1	0.0%	0	6.2%	4	6.5%	3	12.5%	16	17.7%	9	11.8%	11
Less often than once every 6 months	3.7%	43	0.5%	1	4.8%	10	1.0%	2	1.7%	2	0.6%	1	0.0%	0	0.5%	0	2.5%	1	7.1%	9	6.1%	3	16.0%	15
Have only visited once	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	1.3%	1
(Don't know / varies)	1.9%	23	2.1%	4	2.2%	5	0.7%	1	0.6%	1	1.6%	1	1.3%	1	6.5%	4	2.1%	1	2.9%	4	1.6%	1	0.8%	1
(Doll t know / varies)	1.970	23	2.170	4	2.270	3	0.770	1	0.070	1	1.0%	1	1.5%	1	0.5%	4	2.170	1	2.970	4	1.070	1	0.670	1
Mean:		0.94		1.33		0.77		1.35		0.88		1.76		1.61		0.86		0.68		0.28		0.20		0.23
Weighted base:		1186		185		208		172		101		90		53		59		44		132		49		93
Sample:		1150		143		171		147		97		93		97		94		86		82		64		76

0.01]

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Stoke on Trent Household Survey For WYG

Zone 6

Zone 7

TOI WIG

Zone 4

Zone 3

Zone 2

July 2013

Zone 9

Zone 10

Zone 11

Zone 8

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once =

Zone 5

Q28AHow often do you visit Hanley city centre?

Those who visit 'Hanley city centre' most often at Q27

Total

Zone 1

				_		_				_														_
Daily	3.2%	23	4.1%	5	5.8%	9	2.9%	1	0.0%	0	9.7%	4	7.5%	1	0.0%	0	4.3%	1	0.9%	1	0.0%	0	0.0%	0
At least two times a week	7.4%	53	27.9%	37	2.6%	4	4.0%	2	3.2%	1	5.9%	3	15.0%	2	6.5%	2	3.3%	1	0.8%	1	0.0%	0	0.0%	0
At least once a week	16.7%	119	33.8%	45	10.2%	15	26.8%	14	5.3%	2	43.4%	19	10.1%	1	21.5%	7	21.2%	6	3.0%	3	3.7%	1	7.0%	6
At least once a fortnight	14.3%	102	18.0%	24	14.3%	21	23.8%	12	24.8%	10	3.5%	2	22.0%	3	28.1%	9	7.9%	2	6.6%	7	1.2%	0	14.7%	12
At least once a month	20.7%	148	9.0%	12	22.1%	33	30.3%	15	34.0%	14	14.1%	6	40.4%	5	21.4%	7	17.3%	5	33.9%	36	15.5%	6	10.3%	8
At least every two months	13.8%	99	2.1%	3	15.9%	24	11.1%	6	15.5%	6	9.7%	4	2.5%	0	14.9%	5	16.6%	4	19.8%	21	36.6%	14	14.3%	11
At least every 3 months	10.0%	72	1.1%	2	13.7%	21	0.0%	0	7.1%	3	10.9%	5	0.0%	0	1.2%	0	12.5%	3	14.1%	15	13.3%	5	22.6%	18
At least every 6 months	7.5%	54	0.9%	1	7.2%	11	0.0%	0	8.6%	3	2.6%	1	0.0%	0	1.9%	1	9.7%	3	13.8%	15	21.1%	8	13.8%	11
Less often than once every 6 months	4.7%	33	0.6%	1	6.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.2%	1	4.9%	5	7.6%	3	15.9%	13
Have only visited once	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	0.7%	1
(Don't know / varies)	1.7%	12	2.4%	3	1.4%	2	1.2%	1	1.5%	1	0.0%	0	2.5%	0	3.6%	1	3.1%	1	2.1%	2	1.0%	0	0.7%	1
Mean:		0.71		1.33		0.74		0.78		0.37		1.32		1.19		0.59		0.72		0.29		0.14		0.21
Weighted base:		716		134		150		51		40		44		13		32		27		107		39		79
Sample:		618		104		124		31		34		43		22		41		48		68		45		58

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28BHow often do you visit Stoke town centre?

Those who visit 'Stoke town centre' most often at Q27

Daily	8.2%	5	27.4%	1	0.0%	0	0.0%	0	5.2%	2.	23.6%	2.	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	20.7%		27.8%	1	20.7%	2	0.0%	-	27.1%	9	0.0%	0	0.0%	0	0.0%	-	99.9%	0	0.0%	0	0.0%	-	24.9%	1
At least once a week	35.6%	23	16.9%	1	12.5%	1	100.0%	1	48.7%	16	52.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	0	0.0%	0
At least once a fortnight	11.9%	8	13.9%	1	16.8%	2	0.0%	0	9.9%	3	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	10.8%	7	13.9%	1	38.8%	5	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	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	35.8%	1	0.0%	0
At least every 3 months	5.1%	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	48.0%	1	75.1%	2
At least every 6 months	1.0%	1	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
Less often than once every 6	5.3%	3	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
months																								
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.44		2.76		0.74		1.00		1.46		2.30		7.00		0.00		2.00		0.00		0.25		0.57
Weighted base:		65		5		12		1		32		8		0		0		0		2		2		3
Sample:		71		6		11		1		40		3		1		0		1		1		5		2

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Stoke on Trent Household Survey For WYG

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28CHow often do you visit Fenton town centre?

Those who visit 'Fenton town centre' most often at Q27

Daily	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	6.5%	1	33.7%	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
At least once a week	5.6%	1	0.0%	0	0.0%	0	100.0%	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
At least once a fortnight	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	51.5%	6	c c 201	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.1%	3	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6	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	24.9%	1	0.0%	0	0.0%	0
months																								
Have only visited once	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	100.1%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.15		0.87		0.00		1.00		2.60		0.00		0.00		0.00		0.00		0.23		0.00		0.00
Weighted base:		11		2		0		1		3		0		0		0		0		4		0		1
Sample:		9		2		0		1		3		0		0		0		0		2		0		1

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28DHow often do you visit Burslem town centre?

Those who visit 'Burslem town centre' most often at Q27

Daily	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	4	0.0%	0	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	27.6%	9	80.6%	6	0.004	0	0.0%	-	100.0%	1	8.8%	1	99.9%	0		1	0.0%	ő	0.0%	0	0.0%	0	0.0%	0
At least once a week	26.3%	9	19.4%	1	16.6%	1	0.0%	0	0.0%	0	39.6%	7	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	11.5%	4	0.0%	0	16.6%	1	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	4.9%	2	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	0.0%	0	00.0%	1
At least every two months	4.3%	1	0.0%	0	36.7%	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
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	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	100.0%	1	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.4%	2	0.0%	0	30.1%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.96		1.81		0.41		0.00		2.00		2.58		2.00		2.83		0.75		0.00		0.00		0.30
Weighted base:		34		7		4		0		1		17		0		1		1		1		0		1
Sample:		36		2		5		0		2		19		1		3		2		1		0		1

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Zone 11

Stoke on Trent Household Survey For WYG

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28E How often do you visit Meir town centre?

Those who visit 'Meir town centre' most often at Q27

Doile	10.40/	2	0.0%	0	100.0%	1	25.5%	2	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0
Daily	19.4%	3		0.		1				0	0.0%	-								-	0.0%	-		-
At least two times a week	11.9%	2	100.0%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	26.2%	4	0.0%	0	0.0%	0	46.1%	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
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	11.5%	2	0.0%	0	0.0%	0	7.8%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	8.9%	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	100.0%	1	0.0%	0
At least every 6 months	4.4%	1	0.0%	0	0.0%	0	7.8%	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
Less often than once every 6 months	7.2%	1	0.0%	0	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	45.2%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.4%	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	100.0%	1	0.0%	0	54.9%	1
Mean:		2.10		2.00		7.00		2.38		0.10		0.00		0.00		0.00		0.00		0.00		0.10		0.00
Weighted base:		16		1		1		9		1		0		0		0		0		1		1		1
Sample:		20		1		1		13		1		0		0		0		0		1		1		2

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28F How often do you visit Tunstall town centre?

Those who visit 'Tunstall town centre' most often at Q27

Daily	6.2%	8	0.0%	0	6.4%	1	0.0%	0	0.0%	0	11.2%	2	9.1%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	18.1%	25	0.0%	0	7.9%	2	0.0%	0	0.0%	0	29.4%	6	31.6%	12	17.3%	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	30.7%	42	0.0%	0	45.6%	9	0.0%	0	0.0%	0	39.3%	8	33.0%	12	21.1%	5	34.8%	6	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	8.9%	12	0.0%	0	3.2%	1	0.0%	0	0.0%	0	9.5%	2	7.6%	3	4.7%	1	16.2%	3	0.0%	0	0.0%	0	31.5%	2
At least once a month	15.6%	21 1	100.0%	2	3.2%	1	0.0%	0	0.0%	0	5.9%	1	16.0%	6	23.3%	6	24.9%	4	20.9%	1	0.0%	0	7.5%	1
At least every two months	2.7%	4	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	0	3.3%	1	0.0%	0	0.0%	0	16.5%	1
At least every 3 months	5.1%	7	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	12.1%	2	0.0%	0	0.0%	0	22.4%	2
At least every 6 months	4.3%	6	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	1.7%	0	41.1%	2	0.0%	0	0.0%	0
Less often than once every 6 months	2.1%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.3%	9	0.0%	0	12.8%	3	0.0%	0	0.0%	0	2.4%	1	0.9%	0	10.5%	3	5.4%	1	38.0%	1	0.0%	0	0.0%	0
Mean:		1.28		0.30		1.26		0.00		0.00		1.87		1.70		1.13		0.58		0.10		0.00		0.22
Weighted base:		136		2		21		0		0		22		38		26		17		4		0		8
Sample:		217		2		16		0		0		28		71		49		36		3		0		12

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For WYG

Zone 2 Zone 9 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 10 Zone 11 Meanscore: [Daily = 7; Twice a week = 2; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.011 Q28G How often do you visit Longton town centre? Those who visit 'Longton town centre' most often at Q27 Daily 2.9% 6 0.0% 0.0% 5.0% 6 3.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 23.5% 50 26.1% 9 0.0% 0 35.9% 40 5.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 7.0% 0 0.0% 0 At least two times a week 32.0% 69 41.9% 14 26.8% 7 38.0% 42 2 0.0% 0 100.1% 0 0.0% 0 29.1% 2 100.0% At least once a week 8.9% 0.0% 0 0.0% At least once a fortnight 12.5% 27 18.0% 6 0.0% 0 8.8% 10 15.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 48.8% 6 13.9% 0.0% 0 At least once a month 12.4% 26 4.5% 2 18.1% 5 4.5% 5 50.0% 11 0.0% 0 0.0% 0 0.0% 0 99.9% 15.0% 2 29.3% 2 0.0% 0 At least every two months 2.7% 6 7.5% 3 3.2% 0.0% 2.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 13.7% 2 0.0% 0 0.0% 0 7.4% 0.0% 0 21.3% 0.0% 0 7.0% At least every 3 months 16 5 5.5% 6 2.6% 1 0 0.0% 99.9% 0 0.0% 0 22.6% 3 0 0.0% 0 2 At least every 6 months 4.4% 9 0.0% 0 24.7% 6 0.5% 1 9.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.0% 0 0.0% 0 Less often than once every 6 1.1% 2 0.0% 0 2.6% 1.1% 2.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 months 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0 Have only visited once 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 3.2% 1.2% 3 0 0 0.0% 0 (Don't know / varies) 2.0% 0.5% 1 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.0% 0 Mean: 1.12 1.07 0.36 1.52 0.64 0.00 1.00 0.10 0.30 0.33 0.64 1.00 Weighted base: 214 34 25 111 23 0 0 0 13 6 186 26 17 101 17 0 2 7 13 Sample: 1 Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)? Those who visit a centre at O26 Car / van (as driver) 62.5% 741 41.0% 76 69.3% 144 59.4% 102 56.3% 57 44.2% 40 37.9% 20 76.0% 45 80.7% 36 81.0% 107 85.8% 42 78.2% 73 127 12.8% 24 10.7% 22 12.2% 21 8.3% 8 7.3% 7 13.7% 7 11.2% 7 5.2% 2 8.9% 12 4.1% 2 16.7% 16 Car / van (as passenger) 10.7% Bus, minibus or coach 15.0% 178 21.2% 39 13.8% 29 15.1% 26 19.4% 20 21.2% 19 20.2% 11 11.2% 7 11.4% 5 10.0% 13 10.1% 5 5.1% 5 Motorcycle, scooter or 0.2% 2 0.0% 0 0.0% 0 0.7% 1 0.7% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 moped Walk 9.1% 108 19.2% 36 3.6% 8 11.3% 19 10.1% 10 23.8% 21 26.1% 14 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 2 1.2% Taxi 14 5.3% 10 0.6% 0.3% 1 0.0% 0 1.7% 0.6% 0 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 Bicycle 0.5% 6 0.0% 0 2.0% 4 0.0% 0 0.7% 1 1.1% 1 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% Mobility scooter / disability 0.1% 0.0% 0 0.0% 0.6% 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0 1 1 vehicle 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 0.7% 8 0.5% 0.0% 0 1.1% 2 3.9% 0.0% 0 0.8% 0 0.5% 0 2.6% 0.0% 0 0.0% 0 0.0% 0 (Don't know / varies) 4

90

93

53

97

59

94

44

86

132

82

49

64

93

76

Weighted base:

Sample:

185

143

1186

1150

208

171

172

147

101

97

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Stoke on Trent Household Survey For WYG

Weighted:

Weighted.											10	_ ,,	10												3 diy 20
	Tota	I	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone 7	7	Zone	8	Zone	9	Zone	10	Zone	11	
Q29AHow do you usually Those who visit 'Hanle					e (main	part c	of journe	y)?																	
Car / van (as driver)	65.6%			~	69.6%	105	67.0%	3/1	63.8%	26	49.7%	22	60.1%	Q	71.8%	23	74.6%	20	81.9%	99	88.4%	35	77.5%	61	
Car / van (as passenger)	10.7%				10.0%	15			11.8%	5	5.7%	3	19.8%		14.0%	4	2.2%	1	5.8%	6	3.0%		16.5%	13	
Bus, minibus or coach	17.2%				16.6%	25			19.4%		34.0%	15	15.1%		13.3%	-	15.8%	4	12.3%	13	8.6%	3		4	
Motorcycle, scooter or moped	0.1%	1	0.0%	0		0		0		1	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Walk	5.0%	35	21.2%	28	1.4%	2	0.0%	0	1.5%	1	9.4%	4	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Гахі	0.5%	4	1.0%	1	0.9%	1	0.0%	0	0.0%	0	1.2%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0,0	0	
Metro	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Bicycle	0.2%	2		0	0.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Mobility scooter / disability vehicle	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
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	
(Don't know / varies)	0.7%	5	0.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	7.4%	2	0.0%	0	0.0%	0	0.7%	1	
Weighted base:		716		134		150		51		40		44		13		32		27		107		39		79	
Sample:		618		104		124		31		34		43		22		41		48		68		45		58	
Q29BHow do you usually Those who visit 'Stoke					e (main	part o	of journe	ey)?																	
Car / van (as driver)	57.2%	37	100.0%		63.9%	8	100.0%	1	39.7%	13	76.4%	6	0.0%	0	0.0%	0	99.9%	0	0.0%	0	83.8%	2	100.0%	3	
Car / van (as passenger)	6.5%	4			22.4%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0			100.0%	2		0		0	
Bus, minibus or coach	16.5%	11		0		1	0.0%	0		9	0.0%		100.1%	0	0.0%	0	0.0%	0	0.0%		16.2%	0		0	
Motorcycle, scooter or	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1 < 00/	10	0.00/	0	0.00/	0	0.00/		26.50	0	22.60/	2	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	
Walk	16.0%	10		0		0	0.0%		26.5%		23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Γaxi	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0,0	0	
Train	0.0%	0		0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0,0	0	
Metro Bicycle	0.0% 1.2%	1	0.0%	0	0.0% 6.9%	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	
Mobility scooter / disability	0.9%	1	0.0%	0	0.9%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
vehicle		•								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	
(Don't know / varies)	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		65		5		12		1		32		8		0		0		0		2		2		3	
		71								40		3				0				_		5		2	

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Zone 2 Total Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Q29C How do you usually travel to Fenton town centre (main part of journey)? Those who visit 'Fenton town centre' most often at O27 Car / van (as driver) 50.0% 5 66.3% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.100.0% 0.0% 0 0.0% 0 32.7% 3 0 0.0% 0 100.0% 66.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 100.1% 1 Car / van (as passenger) 0.0% 0 0.0% 0 0 0 Bus, minibus or coach 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Motorcycle, scooter or 0.0% 0 0.0% 0 0.0% 0 0.0% 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 17.3% 0 Walk 2 33.7% 0.0% 0 0.0% 0 33.3% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Taxi 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 Bicvcle 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Mobility scooter / disability 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% vehicle 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 (Don't know / varies) 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2 3 0 0 Weighted base: 11 0 Sample: 9 2 0 3 0 0 0 0 2 0 Q29DHow do you usually travel to Burslem town centre (main part of journey)? Those who visit 'Burslem town centre' most often at O27 Car / van (as driver) 28.6% 10 0.0% 69.9% 3 0.0% 0 45.1% 1 12.6% 2 0.0% 0 72.4% 99.9% 1 100.0% 0.0% 0.100.0% 2 0 0.0% 0 Car / van (as passenger) 10.9% 4 0.0% 0 30.1% 0.0% 0 0.0% 0 15.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Bus, minibus or coach 6.5% 2 19.4% 0.0% 0 0.0% 0 0.0% 0 3.1% 1 99.9% 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 Motorcycle, scooter or 0.0% moped 0.0% Walk 31.0% 11 0.0% 0 0.0% 0 0 0.0% 0 63.2% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 17.8% Taxi 6 80.6% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 27.6% 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% Train 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 3.0% 1 0.0% 0.0% 0 0.0% 0 0.0% 6.2% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Mobility scooter / disability 0 vehicle 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 (Don't know / varies) 2.1% 1 0.0% 0 0.0% 0 0.0% 0 54.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Weighted base: 34 17 0

19

3

2

0

Sample:

36

2

0

2

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Stoke on Trent Household Survey For WYG

Weighted: For WYG

	Total	l	Zone 1	l	Zone 2	2	Zone	3	Zone	1	Zone	5	Zone	6	Zone	7	Zone 8	3	Zone 9)	Zone	10	Z	Zone 11	
Q29E How do you usuall <i>Those who visit 'Meir</i>					(main pa	art of	journey)?																	
Car / van (as driver)	64.2%	11	100.0%	1	100.0%	1	55.3%	5	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	45	5.2%	1
Car / van (as passenger)	11.6%	2	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54	1.9%	1
Bus, minibus or coach	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Walk	14.5%	2	0.0%	0	0.0%	0	25.5%	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
Гахі	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0	0.0%	0
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%	0
ner	0.0%							-	0.00/		0.00/	0	0.0%	0	0.0%	0	0.0%	Λ	100.0%	1	0.0%	0	0	0.0%	0
	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.070	U	0.070	U	100.070	•	0.070			7.070	U
on't know / varies)			0.0%	0	0.0%	0	0.0%	9	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.070	0	100.070	1	0.070	1		7.0 70	1
Don't know / varies) Weighted base:		1	0.0%	0 1 1	0.0%	0 1 1	0.0%		0.0%	1 1	0.0%		0.0%		0.076		0.070		100.070	1	0.070	1			
(Don't know / varies) Weighted base: Sample:	6.0% y travel to	1 16 20 • Tuns	stall tow	1 1 n cer	ntre (mai	1		9		1	0.0%	0	0.0%	0	0.070	0	0.070	0	100.076	1	Olo /o	1			1
Don't know / varies) Veighted base: ample: 229F How do you usuall Those who visit 'Tunst	6.0% y travel to	1 16 20 • Tuns	stall tow	1 1 n cer at Q2	ntre (mai	1		9		1	45.6%	0	30.1%	0 0	80.9%	0 0	86.7%	0	0.0%	1 1 0	0.0%	1 1) 77	7.6%	1
Don't know / varies) Veighted base: ample: 129F How do you usuall Those who visit 'Tunst' car / van (as driver) car / van (as passenger)	6.0% y travel to all town ce	1 16 20 • Tuns	stall tow nost often	1 1 n cer at Q2	ntre (mai	1 1 n par	t of jour	9 13 ney)?	0.0% 0.0%	1 1 0 0 0	45.6% 7.2%	0 0	30.1% 12.2%	0 0	80.9% 8.6%	0 0	86.7% 10.0%	0 0		1 1 0 4		1 1		7.6%	1 2
Don't know / varies) Veighted base: ample: 229F How do you usuall Those who visit 'Tunst Car / van (as driver) Car / van (as passenger)	6.0% y travel to tall town ce 56.5%	1 16 20 • Tuns • ntre' m	stall tow wost often	1 1 n cer at Q2	ntre (mai 7 59.8%	1 1 n par	et of jour	9 13 ney)?	0.0%	1 1 0 0 0	45.6%	0 0	30.1%	0 0	80.9%	0 0	86.7%	0 0	0.0%		0.0%	1 1) 77) 14	7.6%	1 2
Other (Don't know / varies) Weighted base: Sample: Q29F How do you usuall Those who visit 'Tunst Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped	6.0% y travel to all town ce 56.5% 12.1%	1 16 20 •• Tuns ************************************	stall tow nost often 100.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2	otre (mai 7 59.8% 6.4% 7.2%	1 1 n par	0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0	45.6% 7.2% 17.4%	0 0 10 2	30.1% 12.2%	0 0 11 5	80.9% 8.6%	0 0 21 2	86.7% 10.0%	0 0 15 2	0.0% 100.0% 0.0% 0.0%	4	0.0% 0.0% 0.0% 0.0%	1 1 1 0 0 0 0) 77) 14) 7	7.6% 1.9% 7.5% 0.0%	1 2 6 1
Don't know / varies) Weighted base: Bample: 229F How do you usuall Those who visit 'Tunst Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0%	1 16 20 D Tuns <i>intre' m</i> 77 17 16 0	stall townost often 100.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0 0	59.8% 6.4% 7.2% 0.0%	1 1 n par 12 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6%	0 0 10 2 4	30.1% 12.2% 20.1% 0.0% 35.5%	0 0 11 5 8 0	80.9% 8.6% 9.3% 0.0%	0 0 21 2 2 0	86.7% 10.0% 3.3% 0.0%	0 0 15 2 1 0	0.0% 100.0% 0.0% 0.0%	4 0 0	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0) 77) 14) 7) 0	7.6% 1.9% 7.5% 0.0%	1 2 6 1 1 0
Don't know / varies) Veighted base: ample: 129F How do you usuall Those who visit 'Tunst ar / van (as driver) ar / van (as passenger) us, minibus or coach flotorcycle, scooter or moped Valk axi	6.0% y travel to tall town ce 56.5% 12.1% 12.0% 0.0%	1 16 20 Tuns ntre' m 77 17 16 0	stall townost often 100.0% 0.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0	59.8% 6.4% 7.2% 0.0%	1 1 n par 12 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6% 4.8%	0 0 10 2 4 0 5 1	30.1% 12.2% 20.1% 0.0% 35.5% 0.0%	0 0 11 5 8 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2%	0 0 21 2 2 0	86.7% 10.0% 3.3% 0.0% 0.0%	0 0 15 2 1 0	0.0% 100.0% 0.0% 0.0%	4 0 0	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0 0) 77) 14) 7) 0	7.6% 4.9% 7.5% 0.0%	1 2 6 1 1 0 0
Don't know / varies) Veighted base: ample: 129F How do you usuall Those who visit 'Tunst Sar / van (as driver) Sar / van (as passenger) Sar / van (as passenger) Sar / van (as passenger) Motorcycle, scooter or moped Valk Saxi	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0%	1 16 20 D Tuns <i>intre' m</i> 77 17 16 0	stall townost often 100.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0 0	59.8% 6.4% 7.2% 0.0%	1 1 n par 12 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6%	0 0 10 2 4 0	30.1% 12.2% 20.1% 0.0% 35.5%	0 0 11 5 8 0	80.9% 8.6% 9.3% 0.0%	0 0 21 2 2 0	86.7% 10.0% 3.3% 0.0%	0 0 15 2 1 0	0.0% 100.0% 0.0% 0.0%	4 0 0	0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0) 77) 14) 7) 0	7.6% 1.9% 7.5% 0.0%	1 2 6 1 1 0
Pon't know / varies) Veighted base: ample: 29F How do you usuall Those who visit 'Tunst ar / van (as driver) ar / van (as passenger) us, minibus or coach totorcycle, scooter or moped Valk axi rain	6.0% y travel to all town ce 56.5% 12.1% 0.0% 17.4% 1.0%	1 16 20 Tuns ntre' m 77 17 16 0	stall townost often 100.0% 0.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0%	1 1 n par 12 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)? 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6% 4.8%	0 0 10 2 4 0 5 1	30.1% 12.2% 20.1% 0.0% 35.5% 0.0%	0 0 11 5 8 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2%	0 0 21 2 2 0 0	86.7% 10.0% 3.3% 0.0% 0.0%	0 0 15 2 1 0	0.0% 100.0% 0.0% 0.0%	4 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0 0) 77) 14) 7) 0	7.6% 4.9% 7.5% 0.0%	1 2 6 1 1 0 0
Don't know / varies) Veighted base: ample: 129F How do you usuall Those who visit 'Tunst 2ar / van (as driver) 2ar / van (as passenger) 2aus, minibus or coach 2aus, minibus or coach 2aus dotorcycle, scooter or 2aus de	6.0% y travel to call town ce 56.5% 12.1% 12.0% 0.0% 17.4% 1.0% 0.0%	1 16 20 Tuns ntre' m 77 17 16 0 24 1 0	stall townost often 100.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0%	1 1 n par 12 1 1 0 5 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6% 4.8% 0.0%	0 0 10 2 4 0 5 1 0	30.1% 12.2% 20.1% 0.0% 35.5% 0.0% 0.0%	0 0 11 5 8 0 13 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2% 0.0%	0 0 21 2 2 0 0 0 0	86.7% 10.0% 3.3% 0.0% 0.0% 0.0%	0 0 15 2 1 0 0 0	0.0% 100.0% 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%	1 1 0 0 0 0 0 0 0) 77) 14) 7) 0) 0) 0) 0	7.6% 1.9% 7.5% 0.0% 0.0%	1 2 6 1 1 0 0 0 0
Don't know / varies) Weighted base: Sample: Q29F How do you usuall Those who visit 'Tunst Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0% 17.4% 0.0% 0.0% 0.3% 0.4%	1 16 20 Tuns <i>nntre' m</i> 77 17 16 0 24 1 0	stall townost often 100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	1 1 n cer at Q2 2 0 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0% 0.0%	1 1 n par 12 1 1 0 5 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 0 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6% 4.8% 0.0% 0.0%	0 0 10 2 4 0 5 1 0	30.1% 12.2% 20.1% 0.0% 35.5% 0.0% 0.0% 1.1% 0.0%	0 0 11 5 8 0 13 0 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0%	0 0 21 2 2 0 0 0 0 0	86.7% 10.0% 3.3% 0.0% 0.0% 0.0% 0.0%	0 0 15 2 1 0 0 0 0	0.0% 100.0% 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%	1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0) 77) 144) 7) 0) 0) 0) 0) 0) 0	7.6% 1.9% 7.5% 0.0% 0.0% 0.0%	1 2 6 1 1 0 0 0 0 0
Don't know / varies) Veighted base: cample: 229F How do you usuall Those who visit 'Tunst' Car / van (as driver) Car / van (as passenger) Sus, minibus or coach Motorcycle, scooter or moped Valk Caxi Crain Metro Bicycle Mobility scooter / disability	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0% 17.4% 1.0% 0.0% 0.0% 0.3%	1 16 20 Tuns <i>nntre' m</i> 77 16 0 24 1 0 0	stall tow lost often 100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 n cer at Q2 2 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0% 0.0% 0.0%	1 1 n par 12 1 1 0 5 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9 13 ney)?	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	45.6% 7.2% 17.4% 0.0% 22.6% 4.8% 0.0% 0.0% 0.0%	0 0 10 2 4 0 5 1 0 0	30.1% 12.2% 20.1% 0.0% 35.5% 0.0% 0.0% 1.1%	0 0 11 5 8 0 0 0 0 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2% 0.0% 0.0%	0 0 21 2 2 2 0 0 0 0 0 0	86.7% 10.0% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 15 2 1 0 0 0 0 0	0.0% 100.0% 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%	1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	77) 77) 144) 77) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7.6% 1.9% 7.5% 0.0% 0.0% 0.0% 0.0%	1 2 6 1 1 0 0 0 0 0 0
Don't know / varies) Veighted base: cample: 229F How do you usuall Those who visit 'Tunst' Car / van (as driver) Car / van (as passenger) Sus, minibus or coach Motorcycle, scooter or moped Valk Caxi Crain Metro Bicycle Mobility scooter / disability vehicle	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0% 17.4% 0.0% 0.0% 0.3% 0.4%	1 16 20 D Tuns <i>intre' m</i> 77 17 16 0 24 1 0 0 0	stall tow lost often 100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 1 2 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0% 0.0% 0.0% 0.0%	1 1 1 1 1 2 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 13 ney)?	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	45.6% 7.2% 17.4% 0.0% 22.6% 4.8% 0.0% 0.0% 0.0% 2.4%	0 0 10 2 4 0 5 1 0 0 0	30.1% 12.2% 20.1% 0.0% 35.5% 0.0% 0.0% 1.1% 0.0%	0 0 11 5 8 0 0 0 0 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0%	0 0 0 21 2 2 0 0 0 0 0 0 0	86.7% 10.0% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 15 2 1 0 0 0 0 0 0	0.0% 100.0% 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%	11 11 00 00 00 00 00 00 00 00 00 00 00 0	777) 777) 144) 779) 000000000000000000000000000000000	7.6% 1.9% 2.5% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0%	1 2 6 1 1 0 0 0 0 0 0 0 0
Don't know / varies) Veighted base: ample: 229F How do you usuall Those who visit 'Tunst' Car / van (as driver) Car / van (as passenger) bus, minibus or coach Motorcycle, scooter or moped Valk Caxi Crain Metro Bicycle Mobility scooter / disability vehicle Other	6.0% y travel to all town ce 56.5% 12.1% 12.0% 0.0% 17.4% 1.0% 0.0% 0.3% 0.4% 0.0%	1 16 20 Tuns <i>intre' m</i> 77 17 16 0 24 1 0 0 0	stall tow lost often 100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 1 1 2 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	59.8% 6.4% 7.2% 0.0% 26.6% 0.0% 0.0% 0.0% 0.0%	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9 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%	1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	45.6% 7.2% 17.4% 0.0% 22.6% 4.8% 0.0% 0.0% 2.4%	10 2 4 0 5 1 0 0 0	30.1% 12.2% 20.1% 0.0% 35.5% 0.0% 0.0% 0.0% 0.0%	111 5 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	80.9% 8.6% 9.3% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0%	0 0 0 21 2 2 0 0 0 0 0 0 0	86.7% 10.0% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 15 2 1 0 0 0 0 0 0 0	0.0% 100.0% 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%	11 11 00 00 00 00 00 00 00 00 00 00 00 0) 777) 144) 7) 0) 0) 0) 0) 0) 0) 0	7.6% 1.9% 1.5% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0%	1 2 6 1 1 0 0 0 0 0 0 0

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Q30 What is the main re Those who visit a centr			ng (CEN	NTRE	MENTIC	NED	AT Q27)?																
Choice and range of shops	52.1%	618		91	58.8%	122	46.6%	80	48.4%	49	26.4%	24		17	57.7%	34		22	58.5%	77	73.9%	36		66
New supermarket	0.7%	8	0.0%	0	0.0%	0	2.0%	3	2.3%	2	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	,.	0
Choice of leisure facilities (restaurants, pubs etc)	2.5%	30	4.3%	8	4.1%	9	2.3%	4	0.6%	1	7.2%	7	1.3%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Choice of services (hairdressers, banks etc)	2.9%	35	4.0%	7	2.3%	5	3.8%	6	5.1%	5	4.4%	4	6.0%	3	3.2%	2	2.0%	1	0.6%	1	1.0%	0	0.0%	0
Livestock market	1.1%	13	0.4%	1	1.9%	4	2.6%	4	0.0%	0	1.2%	1	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	2
Environmental quality of centre	0.8%	9	0.4%	1	0.0%	0	0.4%	1	0.7%	1	5.3%	5	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	0	0.6%	1
Close to home	18.8%	223	26.7%	49	9.8%	20	23.3%	40	14.6%	15	32.5%	29	40.9%	22	14.3%	8	19.2%	9	16.6%	22	8.4%	4	5.1%	5
Close to work	4.2%	50	2.6%	5	7.2%	15	4.1%	7	5.5%	6	8.3%	7	4.8%	3	4.6%	3	1.3%	1	2.6%	3	0.0%	0	1.5%	1
Easily accessible by public transport	0.5%	6	0.4%	1	0.4%	1	0.3%	1	0.0%	0	3.9%	3	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.1%	13	0.5%	1	2.0%	4	3.6%	6	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Free car parking	0.6%	7	0.4%	1	0.0%	0	0.4%	1	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	1.9%	22	2.2%	4	0.8%	2	4.7%	8	3.1%	3	0.0%	0	0.0%	0	1.3%	1	2.8%	1	0.0%	0	0.8%	0	3.1%	3
Asda	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.1%	1	0.0%	0	0.0%	0
Change of scenery	0.4%	5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.6%	1	0.8%	0	0.0%	0
Choice of health services	0.3%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to family / friends	0.7%	8	1.2%	2	1.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	0	2.4%	1	0.6%	1	2.5%	1	0.0%	0
Compact shopping area	1.2%	15	0.5%	1	1.6%	3	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.3%	3	1.0%	0	3.1%	3
Friendly / pleasant atmosphere	0.3%	4	0.8%	2		1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General preference for the area	0.2%	2	0.0%	0	0.0%	0	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of supermarkets	0.5%	6	0.4%	1	0.3%	1	0.3%	1	1.1%	1	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1
Good market	1.3%	16	0.4%	1	2.0%	4	1.2%	2	0.6%	1	1.2%	1	1.3%	1	7.6%	4	0.0%	0	0.6%	1	0.8%	0	0.8%	1
Habit / familiarity	0.5%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.3%	4	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.8%	0	0.0%	0
Sainsbury's	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Nothing in particular)	6.3%	75	4.0%	7	6.5%	13	2.6%	4	5.1%	5	6.3%	6	6.6%	3	4.9%	3	6.0%	3	14.0%	18	2.6%	1	10.7%	10
Weighted base:		1186		185		208		172		101		90		53		59		44		132		49		93
Sample:		1150		143		171		147		97		93		97		94		86		82		64		76

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	ı	Zone	5	Zone	6	Zone	e 7	Zo	ne 8	Zo	ne 9		Zone 10		Zone 1	1
Q30AWhat is the main re			-	•	y centre	?																			
Choice and range of shops	64.5%		52.4%			103	68.7%		78.6%		32.6%	14			76.1%	24						5.6%	33	77.1%	61
New supermarket	0.4%	3	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.2%	1	0.0%	0		0						0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.8%	6	0.6%	1	1.5%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0		0	0.09	% 0				3.0%	1	0.0%	0
Choice of services	1.8%	13	4.5%	6	1.0%	1	1.4%	1	2.9%	1	1.2%	1	5.0%	1	3.1%	1	3.39	% 1	0.89	% 1	1	0.0%	0	0.0%	0
(hairdressers, banks etc)																									
Livestock market	0.3%	2	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0		0						0.0%	0	0.7%	1
Environmental quality of centre	0.8%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	1.9%	1	0.09	% 0	0.0	% 0)	1.0%	0	0.0%	0
Close to home	14.0%	100	28.4%	38	8.8%	13	12.0%	6	4.7%	2	22.1%	10		5	11.9%	4	8.79					3.7%	1	3.6%	3
Close to work	3.2%	23	2.5%	3	6.3%	10	5.7%	3	0.0%	0	9.7%	4	5.0%	1	0.0%	0	2.29	% 1	1.79			0.0%	0	0.0%	0
Easily accessible by public transport	0.8%	6	0.5%	1	0.5%	1	0.0%	0	0.0%	0	8.0%	3	2.5%	0	0.0%	0	1.19	% 0	0.0	% 0)	0.0%	0	0.0%	0
Convenient car parking	0.6%	4	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	2.5%	0		1	0.09		0.0°			0.0%	0	0.9%	1
Free car 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
Other	1.1%	8	1.8%	2	0.5%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0		0			0.0°			0.0%	0	3.6%	3
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0			0.0			0.0%	0	0.0%	0
Change of scenery	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.39	% 3	0.89	% 1	1	1.0%	0	0.0%	0
Choice of health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0			0.0°			0.0%	0	0.0%	0
Close to family / friends	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0		0			0.89			1.0%	0	0.0%	0
Compact shopping area	1.6%	11	0.6%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	0			2.89			1.2%	0	3.6%	3
Friendly / pleasant atmosphere	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	0.0	% 0)	0.0%	0	0.0%	0
General preference for the 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	1.19	% 0	0.0	% 0)	0.0%	0	0.0%	0
Good choice of supermarkets	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	0.0	% 0)	1.0%	0	1.5%	1
Good market	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	0.89	% 1	1	0.0%	0	0.0%	0
Habit / familiarity	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.9%	1	1.19	% 0	0.0	% 0)	0.0%	0	0.0%	0
Marks & Spencer	0.5%	4	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.19	% 0	0.89	% 1	1	1.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	0.0	% 0)	0.0%	0	0.0%	0
(Nothing in particular)	7.6%	54	5.5%	7	7.6%	11	5.5%	3	7.1%	3	10.7%	5	3.1%	0	1.9%	1	8.59	% 2	13.49	% 14	4	1.2%	0	8.9%	7
Weighted base:		716		134		150		51		40		44		13		32		27		107	7		39		79
Sample:		618		104		124		31		34		43		22		41		48		68	_		45		58

Q30BWhat is the main reason for visiting Stoke town centre? Those who visit 'Stoke town centre' most often at Q27 Choice and range of shops 31.1% 20 13.9% 1 23.6% 3 100.0% 1 36.7% 12 23.6% 2 0.0% 0 0.0% 0 0.0% 0 100.0% 2 35.8% 1 0.0% New supermarket 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%	6 0
	6 0
New supermarket 3.6% 2.0.0% 0.0.0% 0.0.0% 0.7.4% 2.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0% 0.0.0%	
$\frac{11000 \text{ Superimarker}}{100000000000000000000000000000000000$	ó 0
Choice of leisure facilities 0.9% 1 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	
Choice of services 5.1% 3 0.0% 0 0.0% 0 0.0% 0 10.3% 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% (hairdressers, banks etc)	
Livestock market 1.0% 1 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%	6 0
Environmental quality of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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
Close to home 25.6% 17 27.8% 1 33.2% 4 0.0% 0 21.0% 7 52.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.2% 0 0.0%	6 0
Close to work 10.5% 7 27.4% 1 20.7% 2 0.0% 0 0.0% 0 23.6% 2 100.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 24.9%	6 1
Easily accessible by public 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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
Convenient car parking 1.0% 1 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%	6 0
Free car parking 1.1% 1 13.9% 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%	6 0
Other 2.1% 1 0.0% 0 0.0% 0 0.0% 0 3.3% 1 0.0% 0 0.0% 0 0.0% 0 99.9% 0 0.0% 0 0.0% 0 0.0%	6 0
Asda 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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
Change of scenery 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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
Choice of health services 0.0% 0 0.0% 0 0.0% 0 0.0% 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
Close to family / friends 1.3% 1 16.9% 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%	6 0
Compact shopping 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%	6 0
Friendly / pleasant 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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
General preference for the 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% area	6 0
Good choice of supermarkets 3.4% 2 0.0% 0 5.6% 1 0.0% 0 3.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 16.2% 0 0.0%	6 0
Good market 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	
Habit / familiarity 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 7.2% 5 0.0% 0 0.0% 0 0.0% 0 12.2% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 31.8% 1 0.0%	
(Nothing in particular) 6.1% 4 0.0% 0 5.6% 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 75.1%	
Weighted base: 65 5 12 1 32 8 0 0 0 2 2	3
Sample: 71 6 11 1 40 3 1 0 1 1 5	2

	Total	l	Zone 1	1	Zone 2		Zone 3		Zone 4	ı	Zone 5		Zone (5	Zone 7	7	Zone	8	Zone 9	1	Zone 1	.0	Zone 1	1
Q30C What is the main re Those who visit 'Fentor			_			?																		
Choice and range of shops	34.7%	4	66.3%	1	0.0%	0	100.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 leisure facilities (restaurants, 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
Choice of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(hairdressers, banks etc)																								
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	17.3%	2	33.7%	1	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
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
Convenient car 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
Free car 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
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
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
Friendly / pleasant atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General preference for the area	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Habit / familiarity	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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)	37.3%	4	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0		0
Weighted base:		11		2		0		1		3		0		0		0		0		4		0		1
Sample:		9		2		0		1		3		0		0		0		0		2		0		1

	Total		Zone 1	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7	,	Zone 8		Zone 9		Zone 10)	Zone 11	
Q30DWhat is the main rea			•			tre?																		
Choice and range of shops	17.9%	6	19.4%	1	33.2%	1	0.0%	0	45.1%	1	6.2%	1	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	100.0%	1
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 leisure facilities (restaurants, pubs etc)	32.3%	11	80.6%	6	0.0%	0	0.0%	0	0.0%	0	29.8%	5	99.9%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Choice of services	10.7%	4	0.0%	0	20.1%	1	0.0%	0	0.0%	0	17.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(hairdressers, banks etc)																								
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Close to home	19.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	6	0.0%		27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	5.0%	2	0.0%	0	0.0%	0	0.0%		54.8%	1	0.0%	0	0.0%		72.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car 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
Free car 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
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
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 health services	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%		100.0%	1	0.0%	0	0.0%	0
Close to family / friends	2.0%	1	0.0%	0	16.6%	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
Compact shopping 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
Friendly / pleasant atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General preference for the 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
Good choice of supermarkets	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / familiarity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	3.6%	1	0.0%	0	30.1%	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
Weighted base:		34		7		4		0		1		17		0		1		1		1		0		1
Sample:		36		2		5		0		2		19		1		3		2		1		0		1

July 2013

Weighted.											10.	- ''													3tily 2013
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	ı	Zone s	5	Zone	6	Zone 7	7	Zone 8		Zone 9		Zone 10	0	Zone 11	l	
Q30E What is the main rea					centre?																				
Choice and range of shops	10.9%	2	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	1	
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 leisure facilities (restaurants, 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	
Choice of services	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(hairdressers, banks etc)																									
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																									
Close to home	40.6%	7	100.0%	1	0.0%	0	41.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	
Close to work	12.1%	2	0.0%	0	100.0%	1	12.6%	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	
Easily accessible by 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	
Convenient car 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	
Free car 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	
Other	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 health services	4.4%	1	0.0%	0	0.0%	0	7.8%	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	
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Friendly / pleasant atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
General preference for the area	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good choice of supermarkets	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Habit / familiarity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0		0		0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	17.4%	3	0.0%	0	0.0%	0		0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0		1	
Weighted base:		16		1		1		9		1		0		0		0		0		1		1		1	
Sample:		20		1		1		13		1		0		0		0		0		1		1		2	
bumpie.		20		1		1		13		1		J		J		0		U		1		1		2	

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Zone 1

Zone 2

Zone 3

Zone 4

Total

Q30F What is the main rea	ason for	visitii	ng Tuns	tall to	own cen	tre?																		
Those who visit 'Tunsta	ıll town ce	ntre' n	nost often	at Q2	27																			
Choice and range of shops	27.9%	38	0.0%	0	10.4%	2	0.0%	0	0.0%	0	30.3%	7	27.6%	10	37.4%	10	31.6%	5	20.9%	1	0.0%	0	37.1%	3
New supermarket	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	5.3%	7	0.0%	0	30.5%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.9%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livestock market	4.7%	6	0.0%	0	12.9%	3	0.0%	0	0.0%	0	4.8%	1	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	14.9%	1
Environmental quality of centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Close to home	28.6%	39	0.0%	0	3.9%	1	0.0%	0	0.0%	0	41.6%	9	44.4%	17	16.8%	4	35.6%	6	0.0%	0	0.0%	0	24.0%	2
Close to work	6.0%	8	0.0%	0	10.3%	2	0.0%	0	0.0%	0	5.9%	1	3.9%	1	6.7%	2	0.0%	0	41.1%	2	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car parking	1.0%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car 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
Other	1.4%	2	54.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	38.0%	1	0.0%	0	0.0%	0
Change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 health services	0.2%	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
Close to family / friends	1.7%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Compact shopping area	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General preference for the 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
Good choice of supermarkets	0.2%	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
Good market	6.5%	9	45.2%	1	6.4%	1	0.0%	0	0.0%	0	4.8%	1	1.8%	1	17.3%	4	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Habit / familiarity	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	8.3%	11	0.0%	0	15.1%	3	0.0%	0	0.0%	0	4.8%	1	8.1%	3	8.8%	2	7.1%	1	0.0%	0	0.0%	0	7.5%	1
Weighted base:		136		2		21		0		0		22		38		26		17		4		0		8
Sample:		217		2		16		0		0		28		71		49		36		3		0		12

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Stoke on Trent Household Survey For WYG

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Zone 1

Zone 2

Zone 3

Zone 4

Total

Choice and range of shops	40.6%	87	51.8%	18	51.6%		38.8%	43	16.6%	4	0.0%		33.7%	0	99.9%		99.9%		51.2%	7	29.3%	2	0.0%	0
New supermarket	0.7%	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	7.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.5%	5	4.0%	1	0.0%	0	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
Choice of services (hairdressers, banks etc)	5.1%	11	4.0%	1	9.6%	2	4.7%	5	3.1%	1	0.0%	0	66.3%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	0	0.0%	0
Livestock market	2.1%	5	0.0%	0	2.6%	1	3.5%	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
Environmental quality of centre	0.7%	1	0.0%	0	0.0%	0	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	24.1%	52	23.2%	8	9.6%	2	27.2%	30	22.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	5	13.7%	1	0.0%	0
Close to work	3.9%	8	0.0%	0	0.0%	0	2.6%	3	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Easily accessible by public transport	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	3.4%	7	2.5%	1	3.2%	1	5.1%	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
Free car parking	3.0%	7	0.0%	0	0.0%	0	0.7%	1	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0
Other	4.7%	10	2.5%	1	3.2%	1	6.7%	7	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change of scenery	0.3%	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
Choice of health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 family / friends	0.7%	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	13.9%	1	0.0%	0
Compact shopping area	1.1%	2	0.0%	0	0.0%	0	0.5%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	1.2%	3	4.5%	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
General preference for the 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
Good choice of supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	2.4%	5	0.0%	0	8.5%	2	1.9%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0
Habit / familiarity	1.2%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	1.9%	4	0.0%	0	6.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	1	0.0%	0
Weighted base: Sample:		214 186		34 26		25 17		111 101		23 17		0		1 2		0		0		13 7		6 13		1

Page 498
July 2013

0

1

0

0

2

0

53

11

93

76

Stoke on Trent Household Survey For WYG

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q31 Are there any measu	iros tha	t wou	ld onco	urago	vou to v	vicit (CENTO	= MEN	ITIONET) AT (027) ma	ro off	on?											
Those who visit a centre		ı wou	iu enco	uraye	you to	visit (CENTRE	_ V	HIONEL	AI	Q21) IIIO	ne on	en:											
1st Mention																								
Increased choice and range of shops	16.9%	200	20.1%	37	10.9%	23	26.2%	45	20.7%	21	27.7%	25	25.3%	13	19.2%	11	9.9%	4	12.1%	16	4.4%	2	2.2%	2
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.3%	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
Improved non-food shops within the town centre	0.5%	6	0.0%	0	0.0%	0	2.9%	5	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.9%	11	0.0%	0	1.0%	2	0.3%	1	4.8%	5	1.7%	2	0.8%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	0	0.0%	0
More parking	4.3%	51	0.0%	0	6.5%	14	4.0%	7	2.4%	2	3.0%	3	0.8%	0	12.0%	7	5.0%	2	3.8%	5	3.0%	1	9.9%	9
Cheaper parking	4.4%	53	6.2%	11	5.4%	11	2.1%	4	1.7%	2	9.4%	8	3.6%	2	3.8%	2	6.6%	3	0.0%	0	2.4%	1	8.4%	8
Improved street cleaning	1.5%	18	0.4%	1	0.3%	1	5.5%	10	0.0%	0	1.3%	1	1.9%	1	4.5%	3	2.8%	1	0.0%	0	1.0%	0	0.8%	1
Increased public transport	1.2%	14	2.6%	5	0.6%	1	0.8%	1	0.0%	0	1.2%	1	1.2%	1	0.5%	0	1.3%	1	2.6%	3	0.8%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.9%	46	11.5%	21	2.9%	6	2.4%	4	0.7%	1	4.6%	4	1.4%	1	0.0%	0	0.7%	0	4.9%	6	4.0%	2	0.8%	1
Better security	0.1%	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
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.5%	54	2.3%	4	4.0%	8	9.0%	16	9.6%	10	1.3%	1	2.0%	1	6.6%	4	8.6%	4	2.9%	4	0.8%	0	1.9%	2
A Marks & Spencer	0.2%	3	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	1.6%	1	0.0%	0
A new supermarket	0.2%	2	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops / bus station	0.5%	5	1.1%	2	0.0%	0	0.3%	1	0.7%	1	0.6%	1	0.6%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops / prices	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping area	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	0.6%	1
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	1.0%	11	0.0%	0	0.0%	0	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Free parking	0.2%	3	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	2.3%	2
Improve road system / less traffic	1.6%	19	2.6%	5	2.9%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0		0	1.3%	1	4.8%	6	0.0%	0	0.8%	1
Install / improve public	0.4%	5	0.0%	0	0.0%	0	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0

0.0%

4.2%

0.0%

0

0

2

0

0.0%

0

28

1

53

97

4.3%

0.0%

0.0%

0.0%

0.0%

44.4%

0.9%

3 0.0%

0.0%

0 0.0%

0.0%

26 56.0%

0 0.0%

0.0%

1 1.3%

59

94

0

0

0.0%

0 0.6%

0.0%

1

44

86

25 67.1%

0.0%

0.0%

0.0%

1.2%

0.0%

0.0%

0.0%

88 72.7%

1.6%

2

132

82

0.0%

0.0%

0.0%

0

0

0

0

0.0%

49

64

0.0%

0.6%

0.0%

0.0%

0 2.3%

35 57.3%

1 12.2%

4

0.0%

2

0 0.0%

0 0.6%

3 1.3%

90

93

35 53.6%

0 4.7%

0 2.1%

0 0.0%

52 38.4%

3.4%

1 0.0%

0 0.0%

0.0%

3

101

97

Sample:

toilets

shops

Pedestrianised

(Don't know)

Weighted base:

Less anti-social behaviour

More clothes shops

Modernise / revamp the area

More independent / specialist

More places to eat or drink

(Nothing / Nothing else)

(e.g. cafes / restaurants)

0.8%

0.2%

0.5%

0.2%

0.2%

0.0%

52.8%

2.6%

10 1.7%

2 0.0%

6 0.0%

2

2 0.0%

0 0.0%

30

1186

1150

626 48.5%

0.0%

2.2%

3

0.0%

0.0%

0 0.3%

0.0%

90 63.9%

4

185

143

0.0%

0.0%

1.2%

0.0%

0 1.3%

0.0%

2

133

208

171

0.3%

0.0%

35.0%

1.4%

0 0.0%

0.0%

0 1.3%

0.0%

2 2.7%

172

147

2 0.0%

0.0%

0.0%

60 52.1%

											_														
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11	
2nd Mention																									
Increased choice and range of shops	2.6%	31	4.7%	9	2.6%	5	3.7%	6	0.7%	1	2.3%	2	0.6%	0	2.5%	1	0.7%	0	3.5%	5	0.0%	0	0.8%	1	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	1.9%	22	0.5%	1	0.0%	0	3.4%	6	6.9%	7	5.4%	5	5.2%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	0.9%	11	3.5%	7	0.4%	1	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	
Improved quality of shops	1.7%	20	4.7%	9	0.0%	0	0.3%	1	0.6%	1	2.4%	2	3.7%	2	1.9%	1	0.0%	0	2.0%	3	1.6%	1	1.2%	1	
More parking	1.0%	11	0.0%	0	2.1%	4	0.0%	0	1.1%	1	1.2%	1	0.8%	0	0.0%	0	2.1%	1	1.9%	2	1.8%	1	0.0%	0	
Cheaper parking	1.9%	22	0.0%	0	1.0%	2	1.5%	3	0.7%	1	8.1%	7	0.8%	0	7.7%	5	2.4%	1	0.8%	1	3.0%	1	0.8%	1	
Improved street cleaning	1.3%	15	1.8%	3	0.4%	1	1.3%	2	0.7%	1	1.3%	1	0.8%	0	1.0%	1	0.0%	0	2.9%	4	0.0%	0	2.3%	2	
Increased public transport	0.4%	5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.3%	3	0.0%	0	0.8%	1	
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	2.3%	28	3.9%	7	1.1%	2	4.1%	7	0.7%	1	2.0%	2	5.5%	3	1.7%	1	4.1%	2	1.2%	2	1.6%	1	0.8%	1	
Better security	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	2.1%	24	2.1%	4		7	1.5%	3	1.4%	1	2.8%	3	0.8%	0		4	0.7%	0	0.0%	0	1.6%	1	2.0%	2	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.2%	3	0.0%	0		0	0.0%	0	1.1%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.1%	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	
Cheaper shops / prices	0.1%	2	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	
Compact shopping area	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
Fewer charity shops	0.2%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free parking	0.1%	2	0.5%	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	
Improve road system / less traffic	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	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the area	0.2%	3	1.4%	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	
More clothes shops	0.1%	1	0.0%	0	0.0%	0	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	
More independent / specialist shops	0.5%	6	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.1%	1	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	0.0%	0	0.0%	0	
(Nothing / Nothing else)	78.4%	930	72.8%	134		180	79.4%	137	80.3%	81	60.4%	54	75.5%	40				38	83.5%		84.7%	41	76.9%	72	
(Don't know)	3.2%	38	3.0%	5		2	1.4%	2	2.7%	3	5.1%	5	3.9%	2		2	2.0%	1	1.2%	2	1.6%		14.5%	13	
Weighted base:		1186		185		208		172		101		90		53		59		44		132		49		93	
Sample:		1150		143		171		147		97		93		97		94		86		82		64		76	

											_														
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone 1	11	
3rd Mention																									
Increased choice and range	0.2%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of shops Discount foodstores within the town centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	0.3%	4	0.0%	0	0.6%	1	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	
Improved leisure facilities	0.1%	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	0.0%	0	0.0%	0	
Improved quality of shops	0.7%	8	3.0%	6	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0		0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	
More parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	
Cheaper parking	0.8%	10	0.0%	0	2.6%	5	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	1	1.2%	1	
Improved street cleaning	0.1%	2		0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	
Cheaper public transport	0.7%	9	2.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	
Better environment	0.9%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	7	0.6%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1	
Better security	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	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.6%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.1%	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	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.2%	2	0.0%	0	0.0%	0	0.7%	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	
Free parking	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	
Improve road system / less traffic	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	2	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	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	
Modernise / revamp the 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	
More clothes shops	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	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	
More places to eat or drink (e.g. cafes / restaurants)	0.1%	2	0.5%	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	
Pedestrianised	0.1%	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	0.0%	0	0.0%	0	
(Nothing / Nothing else)	89.6%	1062	88.4%	163	95.3%	198	93.4%	161	86.7%	87	77.7%	70	82.4%	43	96.1%	57	97.2%	43	91.4%	120	88.8%	43	80.7%	75	
(Don't know)	3.8%	45	3.4%	6	1.2%	2	1.4%	2	2.7%	3	7.4%	7	6.5%	3	2.9%	2	2.0%	1	1.2%	2	1.6%	1	16.8%	16	
Weighted base: Sample:		1186 1150		185 143		208 171		172 147		101 97		90 93		53 97		59 94		44 86		132 82		49 64		93 76	
Sampio.		1150		173		1/1		17/		, ,		,,		,,		77		00		52		0-1		, 0	

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Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
19.6%	233	25.2%	47	13.8%	29	29.9%	52	21.4%	22	30.0%	27	27.1%	14	21.7%	13	10.6%	5	15.6%	21	4.4%	2	2.9%	3	
0.7%	8	0.0%	0	0.0%	0	0.3%	1	6.9%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
2.7%	32	0.5%	1	0.6%	1	6.7%	12	8.7%	9		5		3		1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	
1.1%	13	3.5%	7	0.4%	1	1.1%	2	0.6%	1	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	
3.2%	38	7.7%	14	1.0%	2	1.5%	3	5.3%	5	4.9%	4	4.5%	2	1.9%	1	1.5%	1	2.0%	3	3.3%	2	1.2%	1	
5.4%	64	0.0%	0	8.7%	18	4.0%	7	3.6%	4	4.2%	4	1.5%	1	12.0%	7	7.1%	3	5.7%	7	7.8%	4	9.9%	9	
7.1%	84	6.2%	11	9.0%	19	3.7%	6	3.1%	3	18.1%	16	4.3%	2	11.5%	7	9.0%	4	1.5%	2	7.4%	4	10.5%	10	
3.0%		2.2%	4	0.7%	1	7.2%	12	0.7%	1	3.7%	3	2.6%	1	5.6%	3	2.8%	1	2.9%	4	1.0%	0	3.1%	3	
1.7%	20	2.6%	5	1.0%	2	0.8%	1	0.0%	0	1.2%	1	1.2%	1	1.5%	1	1.3%	1	4.9%	6	3.8%	2	0.8%	1	
0.8%	10	2.5%	5	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	0	2.3%	3	0.0%	0	0.0%	0	
7.2%	85	15.8%	29	4.0%	8	6.5%	11	1.4%	1	14.0%	13	7.5%	4	2.7%	2	4.7%	2	7.2%	10	5.6%	3	2.8%	3	
0.7%	8	0.4%	1	0.0%	0	2.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
6.0%	71	3.0%	6	4.7%	10	10.5%	18	10.3%	10	6.4%	6	2.8%	1	11.4%	7	9.3%	4	4.1%	5	2.4%	1	2.6%	2	
0.2%	3	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	1.6%	1	0.0%	0	
0.7%	8	0.5%	1	0.0%	0	0.4%	1	1.1%	1	2.2%	2	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.5%	6	1.5%	3	0.0%	0	0.3%	1	0.7%	1	0.6%	1	0.6%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
0.2%	3	0.8%	2	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.3%	4	0.0%	0	0.4%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	
0.2%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1.3%	15		0	0.0%	0	5.1%	9	0.7%	1	0.7%	1		1	0.9%	1	0.0%	0	0.0%	0	6.7%	3	0.0%	0	
0.4%	5	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	2	
1.9%	23	2.6%	5	2.9%	6	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.6%	0	2.1%	1	6.0%	8	0.0%	0	0.8%	1	
0.4%	5	0.0%	0	0.0%	0	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	
0.9%	10	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.8%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.4%	4	1.4%	3	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	0.6%	1	
0.6%	7	0.0%	0	0.0%	0	1.7%	3	0.0%	0	2.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.8%	9	0.0%	0	0.7%	1	0.3%	1	0.0%	0	4.7%	4	1.2%	1	0.6%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	
0.3%	4	0.5%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	
0.1%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	1186 1150		185 143		208 171		172 147		101 97		90 93		53 97		59 94		44 86		132 82		49 64		93 76	
	19.6% 0.7% 2.7% 1.1% 3.2% 5.4% 7.1% 3.0% 1.7% 0.8% 7.2% 6.0% 0.2% 0.5% 0.2% 0.3% 0.4% 1.9% 0.4% 0.9% 0.4% 0.8%	0.7% 8 2.7% 32 1.1% 13 3.2% 38 5.4% 64 7.1% 84 3.0% 35 1.7% 20 0.8% 10 7.2% 85 0.7% 8 0.0% 0 6.0% 71 0.2% 3 0.7% 8 0.5% 6 0.2% 3 1.3% 15 0.4% 5 1.9% 23 0.4% 5 1.9% 23 0.4% 5 1.9% 23 0.4% 5 0.9% 10 0.4% 4 0.6% 7 0.8% 9 0.3% 4 0.1% 2	19.6% 233 25.2% 0.7% 8 0.0% 2.7% 32 0.5% 1.1% 13 3.5% 3.2% 38 7.7% 5.4% 64 0.0% 7.1% 84 6.2% 3.0% 35 2.2% 1.7% 20 2.6% 0.8% 10 2.5% 7.2% 85 15.8% 0.7% 8 0.4% 0.0% 0 0.0% 6.0% 71 3.0% 0.2% 3 0.0% 0.7% 8 0.5% 0.5% 6 1.5% 0.2% 3 0.8% 0.3% 4 0.0% 0.2% 3 0.0% 1.3% 15 0.0% 0.4% 5 0.5% 1.9% 23 2.6% 0.4% 5 0.5% 1.9% 23 2.6% 0.4% 5 0.0% 0.4% 5 0.5% 1.9% 23 2.6% 0.4% 5 0.0% 0.4% 5 0.5% 1.9% 23 2.6% 0.4% 5 0.0% 0.8% 9 0.0% 0.8% 9 0.0% 0.3% 4 0.5% 0.1% 2 0.0%	19.6% 233 25.2% 47 0.7% 8 0.0% 0 2.7% 32 0.5% 1 1.1% 13 3.5% 7 3.2% 38 7.7% 14 5.4% 64 0.0% 0 7.1% 84 6.2% 11 3.0% 35 2.2% 4 1.7% 20 2.6% 5 0.8% 10 2.5% 5 7.2% 85 15.8% 29 0.7% 8 0.4% 1 0.0% 0 0.0% 0 6.0% 71 3.0% 6 0.2% 3 0.0% 0 0.7% 8 0.5% 1 0.5% 6 1.5% 3 0.2% 3 0.8% 2 0.3% 4 0.0% 0 0.2% 3 0.0% 0 0.2% 3 0.0% 0 0.7% 8 0.5% 1 0.5% 6 1.5% 3 0.2% 3 0.8% 2 0.3% 4 0.0% 0 0.2% 3 0.0% 0 0.2% 3 0.0% 0 0.4% 5 0.5% 1 1.9% 23 2.6% 5 0.4% 5 0.5% 1 1.9% 23 2.6% 5 0.4% 5 0.0% 0 0.4% 5 0.5% 1 1.9% 23 2.6% 5 0.4% 5 0.0% 0 0.4% 5 0.5% 1 1.9% 23 2.6% 5	19.6% 233 25.2% 47 13.8% 0.7% 8 0.0% 0 0.0% 2.7% 32 0.5% 1 0.6% 1.1% 13 3.5% 7 0.4% 3.2% 38 7.7% 14 1.0% 5.4% 64 0.0% 0 8.7% 7.1% 84 6.2% 11 9.0% 3.0% 35 2.2% 4 0.7% 1.7% 20 2.6% 5 1.0% 0.8% 10 2.5% 5 0.0% 0.8% 10 2.5% 5 0.0% 0.7% 8 0.4% 1 0.0% 0.7% 8 0.4% 1 0.0% 0.0% 0 0.0% 0 0.0% 6.0% 71 3.0% 6 4.7% 0.2% 3 0.0% 0 0.0% 0.7% 8 0.5% 1 0.0% 0.5% 6 1.5% 3 0.0% 0.5% 6 1.5% 3 0.0% 0.2% 3 0.8% 2 0.0% 0.3% 4 0.0% 0 0.4% 0.2% 3 0.0% 0 0.0% 0.3% 4 0.0% 0 0.0% 0.4% 5 0.5% 1 0.4% 1.9% 23 2.6% 5 2.9% 0.4% 5 0.0% 0 0.0% 0.9% 10 1.7% 3 0.0% 0.9% 10 1.7% 3 0.0% 0.9% 10 1.7% 3 0.0% 0.4% 4 1.4% 3 0.0% 0.4% 5 0.5% 1 0.4% 1.9% 23 2.6% 5 2.9% 0.4% 5 0.0% 0 0.0% 0.9% 10 1.7% 3 0.0% 0.4% 4 1.4% 3 0.0% 0.6% 7 0.0% 0 0.0% 0.8% 9 0.0% 0 0.7% 0.3% 4 0.5% 1 0.0% 0.8% 9 0.0% 0 0.7% 0.3% 4 0.5% 1 0.0%	19.6% 233 25.2% 47 13.8% 29 0.7% 8 0.0% 0 0.0% 0 2.7% 32 0.5% 1 0.6% 1 1.1% 13 3.5% 7 0.4% 1 3.2% 38 7.7% 14 1.0% 2 5.4% 64 0.0% 0 8.7% 18 7.1% 84 6.2% 11 9.0% 19 3.0% 35 2.2% 4 0.7% 1 1.7% 20 2.6% 5 1.0% 2 0.8% 10 2.5% 5 0.0% 0 7.2% 85 15.8% 29 4.0% 8 0.7% 8 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 0.7% 8 0.5% 1 0.0% 0 0.7% 8 0.5% 1 0.0% 0 0.5% 6 1.5% 3 0.0% 0 0.5% 6 1.5% 3 0.0% 0 0.3% 4 0.0% 0 0.4% 1 0.2% 3 0.0% 0 0.0% 0 0.3% 4 0.0% 0 0.0% 0 0.3% 4 0.0% 0 0.0% 0 0.3% 4 0.0% 0 0.0% 0 0.3% 4 0.0% 0 0.0% 0 0.4% 5 0.5% 1 0.4% 1 1.9% 23 2.6% 5 2.9% 6 0.4% 5 0.5% 1 0.4% 1 1.9% 23 2.6% 5 2.9% 6 0.4% 5 0.0% 0 0.0% 0 0.4% 5 0.5% 1 0.4% 1 1.9% 23 2.6% 5 2.9% 6 0.4% 5 0.0% 0 0.0% 0 0.4% 5 0.5% 1 0.4% 1 1.9% 23 2.6% 5 2.9% 6	19.6% 233 25.2% 47 13.8% 29 29.9% 0.7% 8 0.0% 0 0.0% 0 0.3% 2.7% 32 0.5% 1 0.6% 1 6.7% 1.1% 13 3.5% 7 0.4% 1 1.1% 3.2% 38 7.7% 14 1.0% 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	Tota	ı	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone 5	5	Zone	6	Zone 7	7	Zone 8	3	Zone	9	Zone 1	10	Zone 1	1	
Q31AAre there any meas Those who visit 'Hanley				_	you to	visit H	lanley ci	ty ce	ntre mo	re oft	en?														
1st Mention																									
Increased choice and range of shops	12.5%	89	16.0%	21	13.1%	20	18.0%	9	17.1%	7	13.1%	6	16.9%	2	14.1%	4	8.7%	2	14.0%	15	4.3%	2	0.9%	1	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure 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	
Improved quality of shops	0.5%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	
More parking	5.5%	39	0.0%	0	7.4%	11	11.1%	6	1.5%	1	2.3%	1	0.0%	0	12.7%	4	6.2%	2	4.6%	5	3.7%	1	10.8%	9	
Cheaper parking	6.6%	47	8.0%	11	7.5%	11	7.2%	4	4.3%	2	18.3%	8	9.2%	1	7.1%	2	4.8%	1	0.0%	0	3.0%	1	7.2%	6	
Improved street cleaning	1.3%	9	0.5%	1	0.4%	1	7.9%	4	0.0%	0	2.6%	1	0.0%	0	6.5%	2	1.1%	0	0.0%	0	1.2%	0	0.0%	0	
Increased public transport	1.8%	13	3.1%	4	0.9%	1	2.6%	1	0.0%	0	2.4%	1	5.0%	1	1.0%	0	0.0%	0	3.2%	3	1.0%	0	0.0%	0	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	4.7%	34	12.7%	17	3.5%	5	4.3%	2	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	5.0%	2	0.9%	1	
Better security	0.1%	1	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	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	4.4%	31	3.2%	4	0.5%	1	17.6%	9	14.7%	6	0.0%	0	0.0%	0	5.7%	2	14.4%	4	3.5%	4	1.0%	0	2.2%	2	
A Marks & Spencer	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	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.7%	5	1.5%	2	0.0%	0	1.2%	1	1.8%	1	1.2%	1	0.0%	0	2.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	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	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.8%	5	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	8.4%	3	0.0%	0	
Free parking	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	
Improve road system / less traffic	1.5%	10	2.5%	3	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	
Install / improve public toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	1.4%	10	2.4%	3	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	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	
More places to eat or drink (e.g. cafes / restaurants)	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	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	53.4%	382	46.5%	62	57.6%	86	25.9%	13	55.6%	22	37.3%	16		9	40.7%	13		14	68.5%	74	67.2%	26		46	
(Don't know)	3.6%	26	3.0%	4	4.1%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	5.3%	1	1.5%	2	2.0%	1	13.6%	11	
Waighted bases		716		13/		150		51		40		44		12		32		27				39		79	
Weighted base: Sample:		618		134 104		150 124		51 31		40 34		44		13 22		32 41		48		107 68		45		58	
Sample.		010		104		124		31		34		43		22		41		+0		00		43		50	

	Tota	nl	Zone	1	Zone	2	Zone 3	,	Zone 4	1	Zone 5		Zone 6	<u> </u>	Zone 7	,	Zone 8	· · · · · · · · · · · · · · · · · · ·	Zone	9	Zone 10	0	Zone 11	
	100	•	Lone	-	Zone	-	Zone		Zone	•	Zone c		Zone (Zone /		Zone	,	Zone .		Zone iv		Zone 11	
2nd Mention																								
Ziid Meillion																								
Increased choice and range of shops	3.1%	22	5.9%	8	3.6%	5	1.4%	1	1.8%	1	4.7%	2	0.0%	0	1.0%	0	0.0%	0	4.3%	5	0.0%	0	0.9%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	4	0.6%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	3	0.6%	1	0.5%	1	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
Improved quality of shops	1.8%	13	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.0%	1	1.5%	1
More parking	1.5%	11	0.0%	0	2.9%	4	0.0%	0	2.9%	1	2.4%	1	0.0%	0	0.0%	0	3.5%	1	2.3%	2	2.3%	1	0.0%	0
Cheaper parking	2.4%	17	0.0%	0	1.4%	2	1.4%	1	0.0%	0	15.3%	7	0.0%	0	11.6%	4	4.0%	1	0.9%	1	3.7%	1	0.9%	1
Improved street cleaning	1.6%	11	2.5%	3	0.5%	1	4.3%	2	1.8%	1	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.8%	1	0.0%	0	2.7%	2
Increased public transport	0.7%	5	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.8%	3	0.0%	0	0.9%	1
Cheaper public transport	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.8%	13		3	1.5%	2	1.4%	1	0.0%	0	2.6%	1	16.9%	2	0.0%	0	2.2%	1	1.5%	2	2.0%	1	0.0%	0
Better security	0.2%	2		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	1.2%	0	0.0%	0
Longer opening hours	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	11		4	0.0%	1	2.6%	1	1.8%	1	0.0%	0	0.0%	0	4.5%	1	1.1%	0	0.0%	0	2.0%	1	1.5%	1
Marks & Spencer	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket				0		0				0		0						-						0
Change location of bus stops / bus station	0.0%	0			0.0%		0.0%	0	0.0%		0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cheaper shops / prices	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
Compact shopping area	0.3%	2		0	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
fill empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ree parking	0.2%	2	0.6%	1	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
mprove road system / less traffic	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
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the area	0.4%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
fore independent / specialist shops	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / Nothing else)	78.6%	563		96	0.00	124	84.5%	43	87.1%	35		30	78.1%	-	71.9%	23	77.8%	-	83.5%	90	80.9%	32	75.4%	60
Don't know)	4.4%	32	4.1%	5	4.1%	6	0.0%	0	0.0%	0	2.6%	1	5.0%	1	3.6%	1	6.3%	2	1.5%	2	2.0%	1	16.3%	13
,	1.170				1.1 /0		0.070		0.070		2.070		5.070		5.070	_	0.570		1.5 /0	_	2.070		10.070	
Weighted base: Sample:		716 618		134 104		150 124		51 31		40 34		44 43		13 22		32 41		27 48		107 68		39 45		79 58

, reighteur											_ 0	- ''													guiy 2018
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11	
3rd Mention																									
Increased choice and range of shops	0.2%	1	0.5%	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	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	0.2%	2	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	1.0%	0	0.0%	0	
Improved leisure 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	
Improved quality of shops	0.8%	6	3.5%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	
More parking	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	
Cheaper parking	1.4%	10	0.0%	0	3.6%	5	0.0%	0	1.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	1	1.5%	1	
Improved street cleaning	0.1%	1	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	0.0%	0	0.0%	0	
Increased public transport	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	
Cheaper public transport	1.2%	9	3.5%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	
Better environment	0.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.6%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	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	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free parking	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	
Improve road system / less traffic	0.3%	2	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	
Install / improve public toilets	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.2%	2	0.6%	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	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	89.0%	637	84.6%	113	90.9%	136	100.0%	51	93.6%	38	90.9%	40	95.0%	13	96.4%	31	92.3%	25	89.5%	96	86.0%	34	78.1%	62	
(Don't know)	4.8%	35	4.7%	6	4.1%	6	0.0%	0	0.0%	0	2.6%	1	5.0%	1	3.6%	1	6.3%	2	1.5%	2	2.0%	1	19.0%	15	
Weighted base: Sample:		716 618		134 104		150 124		51 31		40 34		44 43		13 22		32 41		27 48		107 68		39 45		79 58	
*																									

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	Tota	al	Zone	:1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11	
Any mention																									
Increased choice and range of shops	15.8%	113	22.4%	30	17.2%	26	19.4%	10	18.9%	8	17.9%	8	16.9%	2	15.1%	5	8.7%	2	18.2%	20	4.3%	2	1.8%	1	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	0.9%	7	0.6%	1	0.9%	1	4.3%	2	1.8%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	
Improved leisure facilities	0.4%	3	0.6%	1	0.5%	1	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	
Improved quality of shops	3.1%	22	9.5%	13	1.4%	2	0.0%	0	0.0%	0	3.8%	2		0	0.0%	0	1.1%	0	2.4%	3	4.1%	2	1.5%	1	
More parking	7.2%	51	0.0%	0	10.4%	16	11.1%	6	4.3%	2	4.7%	2	0.0%	0	12.7%	4	9.7%	3	6.9%	7	9.8%	4	10.8%	9	
Cheaper parking	10.4%	74		11	12.5%	19	8.6%	4	6.1%	2	34.8%	15	9.2%	1	18.7%	6	8.8%	2	1.8%	2	9.3%	4	9.6%	8	
Improved street cleaning	3.0%	22		4	1.0%	1	12.2%	6	1.8%	1	6.4%	3	0.0%	0		3	1.1%	0	0.8%	1	1.2%	0	2.7%	2	
Increased public transport	2.7%	19	3.1%	4	1.3%	2	2.6%	1	0.0%	0	2.4%	1	5.0%	1	2.9%	1	0.0%	0	6.0%	6	4.8%	2	0.9%	1	
Cheaper public transport	1.3%	9	3.5%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0		0		0	1.1%	0	2.8%	3	0.0%	0	0.0%	0	
Better environment	7.0%	50	15.8%	21	5.0%	7	5.8%	3	0.0%	0	10.6%	5	16.9%	2	0.0%	0	2.2%	1	6.1%	7	7.0%	3	2.4%	2	
Better security	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.2%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	5.5%	39	4.2%	6	1.4%	2	20.2%	10	16.4%	7	0.0%	0	0.0%	0	6.7%	2	15.5%	4	5.0%	5	3.0%	1	2.2%	2	
A Marks & Spencer	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	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0.0	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.7%	5	1.5%	2	0.0%	0	1.2%	1	1.8%	1	1.2%	1	0.0%	0	2.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.3%	2	0.6%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping area	0.3%	2	0.0%	0	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.9%	6	0.0%	0	0.0%	0	4.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	
Free parking	0.7%	5	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.7%	2	
Improve road system / less traffic	1.8%	13	2.5%	3	3.5%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	0	1.3%	0	2.3%	2	0.0%	0	0.9%	1	
Install / improve public toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	1.4%	10	2.4%	3	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the area	0.5%	3	1.9%	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	0.0%	0	0.0%	0	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.5%	4	0.6%	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	2.7%	2	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		716		134		150		51		40		44		13		32		27		107		39		79	
Sample:		618		104		124		31		34		43		22		41		48		68		45		58	

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	Total	l	Zone 1	l	Zone 2	2	Zone 3	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	
00404																								
Q31BAre there any measu Those who visit 'Stoke to					you to v	isit S	itoke tov	vn ce	ntre mo	re of	ten?													
1st Mention																								
Increased choice and range of shops	28.4%	19	41.3%	2	0.0%	0	0.0%	0	42.0%	13	23.6%	2	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops 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
Improved leisure facilities	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.1%	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
Cheaper parking	3.3%	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	75.1%	2
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Increased 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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.3%	1	16.9%	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
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.2%	3	0.0%	0	6.9%	1	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping area	1.1%	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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install / improve public toilets	1.1%	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
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the area	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	55.7%	36	41.8%	2	93.1%	11	100.0%	1	37.7%	12	76.4%	6	0.0%	0	0.0%	0	99.9%	0	100.0%	2	100.0%	2	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		5		12		1		32		8		0		0		0		2		2		3
Sample:		71		6		11		1		40		3		1		0		1		1		5		2
		, 1		Ü								5		•		0		1		•		5		=

	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
2nd Mention																									
Increased choice and range	1.3%	1	16.9%	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	
of shops	0.004		0.004		0.004		0.004		0.00/		0.004		0.004		0.00/		0.004		0.004		0.00/		0.004		
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	6.2%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	2	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure 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	
Improved quality of shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Cheaper parking	1.1%	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	
Improved street cleaning	0.0%	0	0.0%	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	
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	3.2%	2	27.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Other	1.1%	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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
A new supermarket	1.8%	1	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		0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	
Free 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	0.070	0	0.0%	0	
Improve road system / less	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0		0		0	
traffic																									
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0.0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0,0	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	82.9%	54	55.7%		100.0%		100.0%		79.3%	25		6	0.0%	0	0.0%			0	100.0%		100.0%		100.0%	3	
(Don't know)	1.5%	1	0.0%	0		0	0.0%	0	1.8%	1	0.0%		100.1%	0	0.0%	0	0.0%	0	0.0%	0		0		0	
` ′		(=				10		1		22				0				0				2			
Weighted base:		65 71		5 6		12 11		1		32 40		8		1		0		0 1		2		2		3 2	
Sample:		/ 1		O		11		1		40		3		1		U		1		1		3		2	

											_														
	Total	l	Zone 1		Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone 7	,	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
3rd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	3.3%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	1.8%	1	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	0.0%	0	0.0%	0	
Improved leisure 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	
Improved quality of shops	1.3%	1	16.9%	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	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	89.2%	58	83.1%	4	100.0%	12	100.0%	1	87.8%	28	76.4%	6	0.0%	0	0.0%	0	99.9%	0	100.0%	2	100.0%	2	100.0%	3	
(Don't know)	1.5%	1	0.0%	0		0	0.0%	0	1.8%	1	0.0%		100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Weighted base:		65		5		12		1		32		8		0		0		0		2		2		3	
Sample:		71		6		11		1		40		3		1		0		1		1		5		2	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 11		
Any mention																									
ncreased choice and range of shops	29.7%	19	58.3%	3	0.0%	0	0.0%	0	42.0%	13	23.6%	2	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	1	
viscount foodstores within the town centre	3.3%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nproved non-food shops within the town centre	8.0%	5	0.0%	0	0.0%	0	0.0%	0	10.3%	3	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
aproved leisure facilities	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
proved quality of shops	2.2%	1	16.9%	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	
lore parking	1.1%	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	
heaper parking	4.4%	3	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	75.1%	2	
nproved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	
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	0.0%	0	0.0%	0	0.0%	0	
etter environment	7.4%	5	44.3%	2	0.0%	0	0.0%	0	2.2%	1	23.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
etter security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
onger 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	
ther	5.2%	3	0.0%	0	6.9%	1	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
new supermarket	1.8%	1	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	0.0%	0	0.0%	0	
hange location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
heaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ompact shopping area	1.1%	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	
ewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ree 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	
mprove road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nstall / improve public toilets	1.1%	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	
ess anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iodernise / revamp the area	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lore clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
lore independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
fore places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
edestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
/eighted base:		65		5		12		1		32		8		0		0		0		2		2		3	
CIETICA DASC.		05		J		14		1		34		O		U		U		U		4				J	

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	Total		Zone 1	l	Zone 2	}	Zone 3		Zone 4	ı	Zone 5		Zone 6	i	Zone 7	•	Zone 8		Zone 9		Zone 1	0	Zone 11	1
Q31C Are there any measo Those who visit 'Fenton						isit F	enton to	wn c	entre mo	ore o	ften?													
1st Mention																								
increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
mproved non-food shops 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
mproved leisure 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
nproved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iore 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
heaper 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
nproved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
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	0.0%	0	0.0%	0	0.0%	0
etter environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
etter security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
onger 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
ther	10.8%	1	0.0%	0	0.0%	0	0.0%	-	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
hange location of bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ bus station	0.070		0.070	•	0.070		0.070	9	0.070	9	3.070	~	0.070	J	0.070	J	0.070	Ü	3.070	•	0.070	9	0.070	*
heaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
ewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ree 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
nprove road system / less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
traffic																								
nstall / improve public toilets	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
ess anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iodernise / revamp the 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
Iore clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
fore independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
fore places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
edestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / Nothing else)	89.2%	10	100.0%	2	0.0%	0	100.0%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	00.0%	4	0.0%	0	100.1%	1
Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Veighted base:		11		2		0		1		3		0		0		0		0		4		0		1
C		9		2		0		1		3		0		0		0		0		2		0		1
ample:		9		2		U		1		3		U		U		U		U		2		U		1

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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		
2nd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops 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	
Improved leisure 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	
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	89.2%	10	100.0%	2	0.0%	0	100.0%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	100.1%	1	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		11		2		0		1		3		0		0		0		0		4		0		1	
Sample:		9		2		0		1		3		0		0		0		0		2		0		1	

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	Total	Į	Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
3rd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops 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	
Improved leisure 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	
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	100.0%	11	100.0%	2	0.0%	0	100.0%	1	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0	100.1%	1	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		11		2		0		1		3		0		0		0		0		4		0		1	
Sample:		9		2		0		1		3		0		0		0		0		2		0		1	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	
Any mention																									
ncreased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
mproved non-food shops 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	
mproved leisure 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	
mproved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
mproved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ncreased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
etter security	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
onger 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	
Other	10.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
mprove road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	
nstall / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		11		2		0		1		3		0		0		0		0		4		0		1	
Sample:		9		2		0		1		3		0		0		0		0		2		0		-	

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July 2013

Stoke on Trent Household Survey For WYG

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11

Q31DAre there any measures that would encourage you to visit Burslem town centre more often?

Those who visit 'Burslem town centre' most often at Q27

1st Mention																								
Increased choice and range of shops	56.0%	19 1	100.0%	7	53.3%	2	0.0%	0	0.0%	0	55.3%	9	0.0%	0	44.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops 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
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.5%	1	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	0.0%	0	0.0%	0
Cheaper 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
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	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	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ bus station																								
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install / improve public	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the 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
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
shops																								
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	32.9%	11	0.0%	0	46.7%	2	0.0%	0	100.0%	1	26.4%	4	0.0%	0	27.6%	0	99.9%	1 1	00.0%	1	0.0%	0 1	00.0%	1
(Don't know)	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		34		7		4		0		1		17		0		1		1		1		0		1
Sample:		36		2		5		0		2		19		1		3		2		1		0		1

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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		
2nd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0		0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	5.6%	2	0.0%	0		0	0.0%	0	0.0%		11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	18.2%	6	80.6%	6	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	
Improved quality of shops	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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%	Ö	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	57.9%	20	19.4%	1	100.0%	4	0.0%	0	100.0%	1	48.3%	8		0	100.0%	1	99.9%		100.0%	1	0.0%	0	100.0%	1	
(Don't know)	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%		14.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waighted bases		24		7		4		0		1		17		0		1		1		1		0		1	
Weighted base: Sample:		34 36		2		5		0		2		17 19		0		3		2		1		0		1	

Weighten.												- ''	. –	•												oury 2018
	Total	I	Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone	5	Z	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
3rd Mention																										
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops 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	
Improved leisure facilities	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	1.5%	1	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%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	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	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	81.7%	28	100.0%	7	100.0%	4	0.0%	0	100.0%	1	62.8%	10	99.	.9%	0 1	00.0%	1	99.9%	1	100.0%	1	0.0%	0	100.0%	1	
(Don't know)	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	3	0.0	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		34		7		4		0		1		17			0		1		1		1		0		1	
Sample:		36		2		5		0		2		19			1		3		2		1		0		1	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone :	5	Z	Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
Any mention																										
Increased choice and range of shops	56.0%	19	100.0%	7	53.3%	2	0.0%	0	0.0%	0	55.3%	9	0.	.0%	0	44.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	5.6%	2		0	0.0%	0	0.0%	0	0.0%	0	11.4%	2		.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	20.1%	7	80.6%	6	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	
Improved quality of shops	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	1.5%	1	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	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	3	0.	.0%	0	27.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.	.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.	.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		34		7		4		0		1		17			0		1		1		1		0		1	
Sample:		36		2		5		0		2		19			1		3		2		1		0		1	

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	Total	l	Zone 1	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone	6	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	L
Q31E Are there any meas				_	you to v	isit N	l leir towr	ı cen	tre more	ofte	1?													
1st Mention																								
Increased choice and range of shops	19.8%	3	0.0%	0	0.0%	0	34.8%	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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops 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
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.2%	1	0.0%	0	0.0%	0	12.6%	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
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
Improve road system / less traffic	8.3%	1	100.0%	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
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the 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
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	50.6%	8	0.0%		100.0%	1	44.7%		100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	1	54.9%	1
(Don't know)	14.0%	2	0.0%	0		0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	100.0%	1	0.0%	-	45.2%	1
,				1		1		_		1												1		1
Weighted base:		16 20		1		1		9		1		0		0		0		0		1		1		2
Sample:		20		1		1		13		1		0		U		U		U		1		1		۷

	Total	l	Zone 1		Zone 2	:	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Our I Manuface																								
2nd Mention																								
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.4%	1	0.0%	0	0.0%	0	7.8%	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
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the 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
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.5%		100.0%		100.0%	1	84.4%		100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%		54.9%	1
(Don't know)	14.0%	2	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	1	0.0%		45.2%	1
Weighted base:		16		1		1		9		1		0		0		0		0		1		1		1
Sample:		20		1		1		13		1		0		0		0		0		1		1		2

																									•
	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
3rd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops 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	
Improved leisure 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	
Improved quality of shops	4.4%	1	0.0%	0	0.0%	0	7.8%	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	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Free 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	81.5%	13	100.0%	1	100.0%	1	84.4%	8	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	54.9%	1	
(Don't know)	14.0%	2	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	100.0%	1	0.0%		45.2%	1	
Weighted base:		16		1		1		9		1		0		0		0		0		1		1		1	
Sample:		20		1		1		13		1		0		0		0		0		1		1		2	

, , eng., cour												٠.													July 2016
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	8	Zone 9		Zone 1	10	Zone 1	1	
Any mention																									
Increased choice and range of shops	19.8%	3	0.0%	0	0.0%	0	34.8%	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	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	4.4%	1	0.0%	0	0.0%	0	7.8%	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	
Improved leisure 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	
Improved quality of shops	4.4%	1	0.0%	0	0.0%	0	7.8%	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	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	7.2%	1	0.0%	0	0.0%	0	12.6%	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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	8.3%	1 1	00.0%	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	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		16		1		1		9		1		0		0		0		0		1		1		1	
Sample:		20		1		1		13		1		0		0		0		0		1		1		2	

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Stoke on Trent Household Survey For WYG

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 7 Zone 8 Zone 9 Zone 10 Zone 11 Zone 5 Zone 6

Q31F Are there any measures that would encourage you to visit Tunstall town centre more often? Those who visit 'Tunstall town centre' most often at Q27

Those who visit Tunsie	ili iowii cc	inite m	iosi ojien	ui Q2	,																			
1st Mention																								
Increased choice and range of shops	21.0%	29	0.0%	0	3.9%	1	0.0%	0	0.0%	0	37.5%	8	28.2%	11	24.5%	6	12.0%	2	0.0%	0	0.0%	0	7.5%	1
Discount foodstores within	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
the town centre																								
Improved non-food shops	0.2%	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
within the town centre																								
Improved leisure facilities	0.5%	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
Improved quality of shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	5.8%	8	0.0%	0	11.9%	2	0.0%	0	0.0%	0	5.3%	1	1.1%	0	10.4%	3	3.3%	1	0.0%	0	0.0%	0	9.1%	1
Cheaper parking	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.8%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	2.9%	1	2.0%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.4%	10	0.0%	0	33.0%	7	0.0%	0	0.0%	0	2.4%	1	2.8%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change location of bus stops / bus station	0.2%	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
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping area	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	7.5%	1
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.4%	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	0.0%	0
Free parking	0.3%	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
Improve road system / less	1.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
traffic						•								Ü										
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the area	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	7.5%	1
More clothes shops	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	49.7%	68	100.0%	2	43.3%	9	0.0%	0	0.0%	0	35.7%	8	48.1%	18	50.6%	13	56.1%	10	100.0%	4	0.0%	0	61.1%	5
(Don't know)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Weighted base:		136		2		21		0		0		22		38		26		17		4		0		8
Sample:		217		2		16		0		0		28		71		49		36		3		0		12
Sumpic.		21/				10		U		U		20		/ 1		77		50		5		U		14

	Tota	l	Zone 1		Zone 2	,	Zone 3		Zone 4		Zone :	5	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
2nd Mention																									
Increased choice and range	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	
of shops								_		_										_					
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure 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	
Improved quality of shops	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper parking	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.1%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved street cleaning	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper public transport	0.4%	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	
Better environment	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.4%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	8.5%	12	0.0%		26.6%	5	0.0%	0	0.0%		11.8%	3	1.1%	0		3	0.0%	0	0.0%	0	0.0%	0	9.1%	1	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.5%	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	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Free 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	
Improve road system / less traffic	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	
More independent / specialist shops	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%		19.7%	4	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	72.9%	99	100.0%	2	73.4%	15	0.0%	0	0.0%	0	45.4%	10	74.6%	28		19		16	100.0%	4	0.0%	0	83.5%	7	
(Don't know)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	1	
Weighted base:		136		2		21		0		0		22		38		26		17		4		0		8	
Sample:		217		2		16		0		0		28		71		49		36		3		0		12	

Weighten.											_ 0.	- ''													July 2015
	Tota	ıl	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone :	5	Zone	6	Zone '	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
3rd Mention																									
Increased choice and range	0.5%	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	
of shops Discount foodstores within	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
the town centre Improved non-food shops 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	
Improved leisure 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	
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased 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	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	5	0.9%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.3%	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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.5%	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	
Free 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.3%	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	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.5%	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	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	86.8%	118	100.0%	2	100.0%	21	0.0%	0	0.0%	0	63.0%	14	78.3%	30	95.5%	25	100.0%	17	100.0%	4	0.0%	0	92.5%	7	
(Don't know)	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	6.3%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	1	
Weighted base: Sample:		136 217		2 2		21 16		0		0		22 28		38 71		26 49		17 36		4 3		0		8 12	
*																									

, , engineeri																									July 2010
	Tota	1	Zone 1		Zone 2	}	Zone 3		Zone 4	ı	Zone	5	Zone	e 6	Zone	e 7	Zoı	ne 8	Zone	9	Zone 1	10	Zone 1	1	
Any mention																									
Increased choice and range of shops	22.7%	31	0.0%	0	3.9%	1	0.0%	0	0.0%	0	37.5%	8	30.9%	12	29.0%	8	13.7%	6 2	0.0%	0	0.0%	0	7.5%	1	
Discount foodstores within the 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	3.3%	6 1	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	3.0%	4	0.0%	0		0	0.0%	0	0.0%	0		1	7.2%	3		0				0		0	0.0%	0	
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0.0	0	1.7%	1	0.0%	0			0.0%	0	0.0%	0	0.0%	0	
Improved quality of shops	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.3%	2		1	2.09	ó 0	0.0%	0	0.0%	0	0.0%	0	
More parking	6.1%	8	0.0%	0	11.9%	2	0.0%	0	0.0%	0	5.3%	1	2.1%	1	10.4%	3	3.39	ó 1	0.0%	0	0.0%	0	9.1%	1	
Cheaper parking	3.5%	5	0.0%	0		0	0.0%	0	0.0%	0		1	2.8%	1	3.6%	1	9.5%	6 2	0.0%	0	0.0%	0	0.0%	0	
Improved street cleaning	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.7%	1	2.4%	1	5.49	ó 1	0.0%	0	0.0%	0	0.0%	0	
Increased public transport	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	
Cheaper public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.00	0	,		0.0%	0	0.0%	0	0.0%	0	
Better environment	7.8%	11	0.0%	0	3.9%	1	0.0%	0	0.0%	0	25.1%	5	4.6%	2		1	8.79		0.0%	0	0.0%	0	0.0%	0	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Other	11.9%	16	0.0%	0	33.0%	7	0.0%	0	0.0%	0	14.2%	3	3.9%	1	16.5%	4	0.09	6 0	0.0%	0	0.0%	0	9.1%	1	
A Marks & Spencer	0.0%	0	0.0%	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	
A new supermarket	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	10.0%	4		0			0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	6 0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.0%	0		0	0.07		0.0%	0	0.0%	0	0.0%	0	
Compact shopping area	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	7.5%	1	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 O	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.5%	1	2.2%	1	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Free parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Improve road system / less traffic	1.5%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.3%	ó 1	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the area	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	7.5%	1	
More clothes shops	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	5.9%	2	0.0%	0	0.09	6 O	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	4	1.7%	1	1.5%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.09	6 0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		136		2		21		0		0		22		38		26		17		4		0		8	
Sample:		217		2		16		0		0		28		71		49		36		3		0		12	

Page 526
July 2013

Stoke on Trent Household Survey For WYG

Weighted:

Zone 1 Z

Zone 2

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Zone 9

Zone 8

Zone 10

Zone 11

Q31G Are there any measures that would encourage you to visit Longton town centre more often?

Those who visit 'Longton town centre' most often at Q27

Total

· ·			,	~																				
1st Mention																								
Increased choice and range of shops	19.4%	42	19.6%	7	0.0%	0	29.6%	33	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	8.4%	0	0.0%	0
Discount foodstores within the town centre	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.3%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	2.5%	5	0.0%	0	0.0%	0	0.5%	1	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.3%	3	0.0%	0	0.0%	0	1.1%	1	5.1%	1	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	1	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
Improved street cleaning	2.9%	6	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Increased public transport	0.3%	1	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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.2%	9	9.9%	3	0.0%	0	1.7%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	3	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.6%	5	0.0%	0	0.0%	0	4.9%	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
A Marks & Spencer	0.9%	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
A new supermarket	0.7%	2	2.5%	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
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact shopping 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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	2.6%	5	0.0%	0	0.0%	0	4.9%	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
Free 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
Improve road system / less traffic	2.9%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	5	0.0%	0	0.0%	0
Install / improve public toilets	1.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the 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
More clothes shops	1.0%	2	0.0%	0	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%	0
More independent / specialist shops	0.6%	1	0.0%	0	2.6%	1	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
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	51.8%	111	63.9%	22	94.2%	24	37.7%	42	58.6%	13	0.0%	0	100.1%	1	0.0%	0	99.9%	0	28.6%	4	91.6%	5	0.0%	0
(Don't know)	2.2%	5	0.0%	0	3.2%	1	1.5%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		214		34		25		111		23		0		1		0		0		13		6		1
Sample:		186		26		17		101		17		0		2		1		1		7		13		1

											_														
	Tota	1	Zone 1	1	Zone 2	2	Zone	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9)	Zone 1	.0	Zone 1	1	
2nd Mention																									
Increased choice and range of shops	2.6%	6	0.0%	0	0.0%	0	5.1%	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	
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	3.6%	8	0.0%	0	0.0%	0	2.6%	3	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	0.9%	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	
Improved quality of shops	0.6%	1	2.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper parking	0.9%	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	
Improved street cleaning	1.4%	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	22.6%	3	0.0%	0	0.0%	0	
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	4.7%	10	7.5%	3	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.6%	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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.3%	1	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	
Cheaper shops / prices	0.3%	1	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	
Compact shopping 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	
Fewer charity shops	1.2%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.3%	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	
More independent / specialist shops	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	7.5%	1	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	79.7%	171	86.4%	29		24	76.5%	85	69.4%	16	0.0%	0	100.1%	1	0.0%	0		0	69.9%	9	100.0%	6		0	
(Don't know)	2.2%	5	0.0%	0	3.2%	1	1.5%	2	9.5%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	
Weighted begar		214		34		25		111		22		0		1		0		0		12		6		1	
Weighted base: Sample:		186		26		17		111 101		23 17		0		2		1		1		13 7		13		1	

Weighten.											_ 0_	• •	- 0												July 2018
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone 8	3	Zone 9	ı	Zone 1	0	Zone 1	1	
3rd Mention																									
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the town centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	0.3%	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	
Improved leisure 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	
Improved quality of shops	0.3%	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	
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper 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	
Improved street cleaning	0.3%	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	
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security	2.3%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
A Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Change location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper shops / prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Compact shopping 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	
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	0.6%	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	
Free 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	
Improve road system / less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Install / improve public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing / Nothing else)	91.7%	196	100.0%	34	96.8%	24	91.0%	101	69.4%	16	0.0%	0	100.1%	1	99.9%	0	99.9%	0	100.0%	13	100.0%	6	100.0%	1	
(Don't know)	2.2%	5	0.0%	0	3.2%	1	1.5%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base: Sample:		214 186		34 26		25 17		111 101		23 17		0		1 2		0		0 1		13 7		6 13		1 1	

, reighteur																									0 di j 2 0 1 0
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone 4	1	Zone s	5	Zone	6	Zone '	7	Zone 8	8	Zone 9)	Zone 1	10	Zone 1	1	
Any mention																									
Increased choice and range of shops	22.0%	47	19.6%	7	0.0%	0	34.7%	38	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	8.4%	0	0.0%	0	
Discount foodstores within the town centre	2.5%	5	0.0%	0	0.0%	0	0.5%	1	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	6.2%	13		0		0	7.7%		21.1%	5	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved leisure facilities	0.9%	2		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	
Improved quality of shops	3.5%	7		1	0.0%	0	1.7%	2	21.1%	5	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More parking	1.3%	3	0.0%	0	0.0%	0	1.1%	1	5.1%	1	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper parking	1.2%	3		1	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	
Improved street cleaning	4.6%	10		0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	22.6%	3	0.0%	0	100.0%	1	
Increased public transport	0.3%	1	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	
Cheaper public transport	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	
Better environment	8.9%	19	17.4%	6	0.0%	0	7.5%	8	3.1%	1	0.0%	0	0.0%	0	99.9%	0	0.0%	0	22.6%	3	0.0%	0	100.0%	1	
Better security	2.3%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	3.1%	7	0.0%	0	0.0%	0	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	
A Marks & Spencer	0.9%	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	
A new supermarket	0.7%	2		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	
Change location of bus stops / bus station	0.3%	1	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	
Cheaper shops / prices	0.3%	1	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	
Compact shopping 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	
Fewer charity shops	1.2%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fill empty shops	3.1%	7	0.0%	0	0.0%	0	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	
Free 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	
Improve road system / less traffic	2.9%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	5	0.0%	0	0.0%	0	
Install / improve public toilets	1.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modernise / revamp the 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	
More clothes shops	1.4%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More independent / specialist shops	1.1%	2	0.0%	0	2.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	
More places to eat or drink (e.g. cafes / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pedestrianised	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		214		34		25		111		23		0		1		0		0		13		6		1	
Sample:		186		26		17		101		17		0		2		1		1		7		13		1	

	Total	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone (5	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Q32AWhy don't you visit Those who don't visit I				MR]																				
Lack of choice and range of shops	8.8%	21	10.0%	1	9.7%	5	5.1%	1	26.6%	5	0.0%	0	0.0%	0	34.5%	3	0.0%	0	2.9%	1	13.4%	3	4.5%	1
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 leisure facilities (cinema, gym, pubs etc)	0.6%	1	10.0%	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
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
Environmental quality of centre	10.2%	24	0.0%	0	9.4%	5	8.2%	2	39.5%	7	21.2%	4	4.8%	1	7.2%	1	15.4%	1	3.5%	1	8.0%	2	4.1%	1
To far away from home or work	12.0%	28	5.1%	1	17.1%	8	13.3%	3	3.3%	1	6.1%	1	7.4%	1	11.0%	1	11.7%	1	16.3%	5	7.3%	2	16.7%	5
Not accessible by public transport	1.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1
Inconveniently located car parking	12.3%	29	25.0%	3	13.9%	7	23.4%	5	13.6%	2	25.0%	4	0.0%	0	19.8%	2	3.9%	0	2.9%	1	9.6%	2	4.1%	1
Expensive car parking	6.9%	16	16.1%	2	3.0%	1	10.2%	2	7.9%	1	23.1%	4	7.8%	1	7.2%	1	3.9%	0	2.9%	1	7.7%	2	0.0%	0
Other	9.2%	21	0.0%	0	7.7%	4	10.8%	3	6.4%	1	3.1%	1	27.4%	4	3.7%	0	0.0%	0	8.6%	2	5.3%	1	19.5%	6
Dislike it in general	6.2%	14	5.1%	1	1.7%	1	2.6%	1	0.0%	0	10.7%	2	0.0%	0	7.4%	1	15.4%	1	19.3%	5	3.1%	1	8.6%	2
Feels unsafe / lack of security	1.9%	4	0.0%	0	1.4%	1	3.1%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	2.9%	1	7.3%	2	0.0%	0
Housebound / don't get out much	2.3%	5	15.0%	2	3.0%	1	0.0%	0	3.3%	1	0.0%	0	2.5%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	2.0%	1
Lack of independent / specialist shops	1.3%	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	5.7%	2	3.1%	1	2.0%	1
Lack of parking	0.6%	1	0.0%	0	1.4%	1	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
Poor layout of shops	1.7%	4	0.0%	0	4.1%	2	0.0%	0	7.2%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oo big	1.1%	2	0.0%	0	1.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	3.1%	1	0.0%	0
oo busy	6.1%	14	5.1%	1	3.0%	1	8.3%	2	20.7%	4	9.4%	2	22.6%	3	7.4%	1	7.8%	1	0.0%	0	0.0%	0	2.0%	1
Jnable to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	32.2%	75	28.7%	4	29.0%	14	31.4%	7	9.2%	2	20.8%	3	52.4%	7	16.3%	1	34.2%	3	38.0%	11	42.7%	11		12
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0		0	3.9%	0	0.0%	0	2.8%	1	2.0%	1
Weighted base:		233		14		49		23		18		17		14		8		8		28		26		29
or organica base.		433		14		47		31		18		1/		1+		18		o		23		42		35

	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone 4	ļ	Zone 5	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	e 10	Zone	11
Q32BWhy don't you visit Those who don't visit S.																								
Lack of choice and range of shops	31.9%	297	42.0%	58	38.9%	68	40.5%	51	52.4%	15	24.0%	16	15.2%	6	21.5%	11	15.4%	6	32.5%	38	25.2%	15	13.7%	12
Lack of supermarket	0.6%	6	0.0%	0	1.4%	2	0.0%	0	2.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	1.4%	13	0.0%	0	0.0%	0	7.8%	10	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1
Choice of services (hairdressers, banks etc)	1.5%	14	0.0%	0	0.0%	0	7.8%	10	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Environmental quality of centre	3.8%	35	4.6%	6	3.5%	6	2.7%	3	0.0%	0	7.4%	5	4.2%	2	2.8%	1	2.7%	1	6.0%	7	4.2%	2	0.7%	1
To far away from home or work	19.9%	185	19.7%	27	12.5%	22	20.5%	26	2.4%	1	40.1%	27	26.3%	10	33.1%	16	36.2%	15	18.9%	22	6.0%	4	17.8%	16
Not accessible by public transport	1.6%	15	3.3%	5	1.9%	3	0.0%	0	0.0%	0	0.8%	1	1.7%	1	3.1%	2	1.4%	1	2.1%	2	0.8%	0	0.7%	1
Inconveniently located car parking	2.1%	20	0.0%	0	2.6%	5	4.5%	6	0.0%	0	1.4%	1	0.0%	0	5.7%	3	5.4%	2	0.0%	0	5.2%	3	0.7%	1
Expensive car parking	0.5%	5	1.0%	1	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%	1	0.0%	0
Other	2.5%	23	4.6%	6	1.3%	2	1.1%	1	0.0%	0	7.4%	5	0.9%	0	1.8%	1	2.6%	1	0.7%	1	4.7%	3	2.6%	2
Dislike it in general	1.0%	9	2.7%	4	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.7%	1
Housebound / don't get out much	0.6%	6	2.0%	3	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Not familiar with the area / never been	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.8%	0	8.1%	7
Nothing there	0.8%	8	0.5%	1	0.9%	2	0.0%	0	2.0%	1	2.9%	2	0.0%	0	0.0%	0	1.4%	1	2.0%	2	0.0%	0	0.0%	0
Poor traffic system / difficult	0.9%	8	0.0%	0		2	1.5%	2	0.0%	0	0.0%	0	1.7%	1	1.9%	1	4.0%	2	0.0%	0				1
to get to						5								0		0								0
Too busy	0.7%	6	0.0%	0		9	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0.0	0		0	0.0%	0			0.070	0
Unable to get there	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	0	0.0.0	0	11.70	1	0.0%	0	0.00,0		0.070	0
Nothing, no reason to visit	37.2%		27.3%		33.5%		33.9%	43	39.2%	12	26.3%	17	46.5%	18	36.0%	18	38.6%	16	41.6%	49				45
(Don't know)	2.3%	21	1.1%	2	2.0%	4	1.5%	2	2.0%	1	0.0%	0	2.8%	1	2.3%	1	0.7%	0	3.4%	4	2.7%	2	6.5%	6
Weighted base:		930		138		176		125		29		66		38		50		41		117		59		89
Sample:		933		103		144		94		27		80		73		84		81		78		81		88

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Stoke on Trent Household Survey For WYG

Weighted:

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8	8	Zone 9)	Zone 1	10	Zone	11
Q32CWhy don't you visit Those who don't visit F]																			
Lack of choice and range of shops	26.6%	293	36.5%	58	33.1%	69	39.1%	51	27.1%	20	15.5%	13	9.0%	4	10.0%	5	14.0%	6	32.4%	44	21.0%	14	9.4%	10
Lack of supermarket	0.6%	7	0.0%	0	2.7%	6	0.5%	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
Choice of leisure facilities (cinema, gym, pubs etc)	0.9%	10	0.0%	0	0.0%	0	6.0%	8	0.8%	1	0.8%	1	1.5%	1	0.0%	0		0	0.0%	0		0		0
Choice of services (hairdressers, banks etc)	0.9%	9	0.0%	0	0.0%	0	6.0%	8	0.8%	1	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Invironmental quality of centre	1.0%	11	0.0%	0		1	1.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.5%	1
o far away from home or work	20.6%	227	18.7%	30	21.5%	45	10.9%	14	5.0%	4	36.0%	30	31.2%	14	43.6%	22	40.2%	16	13.6%	18	15.6%	11	20.9%	23
ot accessible by public transport	1.4%	15	2.6%	4	1.0%	2	0.9%	1	0.8%	1	1.3%	1	1.4%	1	1.8%	1	0.7%	0	1.2%	2	0.7%	0	1.9%	2
conveniently located car parking	0.6%	6	0.5%	1	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.6%	0	0.5%	1
xpensive car 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	0.6%	0	0.0%	0
her	1.1%	12	0.5%	1	0.4%	1	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.6%	0	0.7%	0	1.2%	2	0.6%	0	5.4%	6
slike it in general	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1
usebound / don't get out nuch	0.5%	5	1.7%	3	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
ot familiar with the area / never been / didn't know had a centre	2.5%	27	4.3%	7	0.4%	1	0.0%	0	0.0%	0	4.1%	3	1.6%	1	2.5%	1	2.2%	1	3.2%	4	2.1%	1	7.0%	8
Nothing there	1.1%	12	3.6%	6		0	0.5%	1	3.0%	2	0.0%	0	0.0%	0	1.2%	1	2.8%	1	0.7%	1	0.0%	0		1
or traffic system / difficult to get to	0.2%	2	0.0%	0		0	0.5%	1	0.8%	1	0.8%	1	0.0%	0		0		0	0.0%	0		0	0.00,0	0
able to get there	0.1%	1	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
othing, no reason to visit	45.2%	499	36.6%	58	41.2%	86	46.5%		56.2%	41	42.6%	35		23	35.9%			15	48.2%	65		44		54
on't know)	1.9%	21	0.0%	0	2.8%	6	0.0%	0	0.8%	1	1.3%	1	5.9%	3	0.7%	0	2.1%	1	1.1%	1	2.4%	2	6.2%	7
eighted base:		1103		158		208		131		73		82		46		52		41		135		68		111
ample:		1109		121		180		110		71		90		85		90		85		89		92		96

Zone 8

Zone 9

Zone 10

Zone 11

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

	1014		Zonc	•	Zonc	-	Zonc		Zonc 4	•	Zonc		2011	. 0	201	10 /		Zone o		Zonc	_	Zonc	10	Zonc	
Q32DWhy don't you visit	Burslen	n Tow	n Centr	e? [MI	R]																				
Those who don't visit E	Burslem To	own Ce	ntre at Q	26	-																				
Lack of choice and range of shops	24.3%	259	29.1%	46	24.8%	50	15.3%	25	19.6%	16	66.8%	24	44.6%	14	26.2%	6 1	1 2	23.1%	9	25.7%	33	17.8%	13	15.8%	17
Lack of supermarket	0.5%	6	0.0%	0	2.4%	5	0.0%	0	0.0%	0	1.4%	1	1.3%	0	0.09	6 (0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	6 (0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	6 (0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	2.1%	23	0.9%	1	5.7%	11	1.7%	3	3.4%	3	0.0%	0	0.0%	0	1.6%	6 1	1	0.0%	0	2.3%	3	0.0%	0	0.5%	1
To far away from home or work	26.2%	279	31.1%	50	22.1%	45	44.5%	73	40.6%	34	11.3%	4	12.1%	4	16.6%	6	7 2	22.2%	9	22.8%	30	20.7%	15	9.8%	11
Not accessible by public transport	1.5%	16	2.6%	4	1.1%	2	0.8%	1	0.7%	1	1.4%	1	2.1%	1	1.6%	6 1	1	3.0%	1	1.3%	2	1.3%	1	2.0%	2
Inconveniently located car parking	1.1%	12	0.5%	1	1.1%	2	1.1%	2	0.0%	0	3.2%	1	2.4%	1	5.8%	6 2	2	0.0%	0	0.6%	1	0.6%	0	1.1%	1
Expensive car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	0	0.09	6 (0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other	2.0%	21	0.9%	1	2.3%	5	0.9%	1	0.0%	0	1.7%	1	1.1%	0	0.09	6 (0	3.0%	1	4.2%	5	0.0%	0	6.0%	7
Housebound / don't get out much	0.5%	5	1.3%	2	0.3%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	0	0.0%	6 (0	0.0%	0	0.6%	1	0.0%	0	0.5%	1
Not familiar with the area / never been	1.6%	17	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	6 (0	0.0%	0	2.2%	3	3.8%	3	4.6%	5
Nothing there	0.6%	6	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.0%	6 2	2	6.5%	3	0.0%	0	0.0%	0	0.7%	1
Unable to get there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6 (0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	42.7%	455	33.5%	53	45.2%	91	38.5%	63	40.2%	34	18.7%	7	35.4%	11	41.89	6 18	8 3	38.4%	15	46.1%	60	62.7%	44	54.4%	60
(Don't know)	2.2%	24	1.0%	2	1.6%	3	2.9%	5	1.5%	1	0.0%	0	0.0%	0	3.6%	6 2	2	2.3%	1	1.1%	1	1.7%	1	7.1%	8
Weighted base:		1066		159		201		163		84		36		31		42	2		39		130		71		109
Sample:		1056		132		170		140		87		37		60)	7	1		82		85		98		94

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Q32E Why don't you visit Those who don't visit M			-	MR]																				
Lack of choice and range of shops	17.8%	206	22.6%	38	21.1%	47	23.6%	24	16.0%	15	8.4%	8	14.4%	8	6.2%	4	5.6%	3	28.6%	39	15.9%	11	9.3%	11
Lack of supermarket Choice of leisure facilities (cinema, gym, pubs etc)	0.5% 0.1%	6 1	0.0% 0.0%	0		2	2.1% 0.7%	2	0.0% 0.0%	0		1 0	0.0% 0.0%	0	0.00	0	0.0,0	0		1 0	0.0% 0.0%	0	0.0,0	1
Choice of services (hairdressers, banks etc)	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
Environmental quality of centre	2.3%	27	4.1%	7	3.1%	7	3.3%	3	3.0%	3	0.6%	1	0.8%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	1.1%	1
To far away from home or work	27.6%	319		59	27.5%		21.9%	23	19.4%	18	49.6%	45		16	42.5%	25		21	19.1%	26	11.5%		16.0%	19
Not accessible by public transport	1.1%	13	0.9%	2		3	1.3%	1	0.6%	1	0.0%	0		1	1.0%	1	1.8%	1	1.2%	2			1.9%	2
Inconveniently located car parking	0.4%	5	0.0%	0		2	1.3%	1	0.8%	1	0.0%	0	0.0%	0		0		0	0.0%	0		0		0
Expensive car parking Other	0.1% 1.0%	11	0.0% 0.9%	0 2	0.0% 0.4%	0	0.6% 1.4%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0		0	0.0% 0.0%	0	0.0% 1.2%	0 2	0.6% 0.0%	0	0.070	0 6
Dislike it in general	0.4%	5	0.4%	1	0.4%	1	1.4%	1	0.6%	1	0.0%	0	0.0%	0		0	0.0%	0	0.7%	1	0.0%	0		1
Feels unsafe / lack of security	0.3%	4	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0		1	2.3%	1	0.6%	1	0.0%	0		0
Housebound / don't get out much	0.4%	5	1.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1
Not familiar with the area / never been / didn't know had a centre	2.8%	32	1.9%	3	1.4%	3	0.0%	0	1.8%	2	4.1%	4	0.8%	0	3.6%	2	2.9%	1	0.7%	1	4.0%	3	11.2%	13
Nothing there	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor traffic system / difficult to get to	0.2%	2	0.0%	0	0.9%	2	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
Traffic congestion	0.2%	2	0.0%	0	0.070	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.070	0
Unable to get there	0.1%	1	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.000	0	0.6%	0		0	1.2%	1	0.0%	0		0	0.0,0	0
Nothing, no reason to visit (Don't know)	45.7% 2.1%	529 24	39.5% 0.0%	67 0	41.4% 3.0%	93 7	46.0% 0.0%	48 0	54.8% 0.8%	50 1	37.3% 0.0%	34 0	48.2% 5.2%	25 3	44.3% 2.3%	26 1	39.5% 0.6%	19 0		64 1	66.4% 3.1%	44 2		59 8
Weighted base: Sample:		1156 1172		170 140		225 188		103 84		91 91		90 95		53 97		59 96		48 96		135 89		67 94		116 102

Weighted:

	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone 4	ı	Zone 5		Zone 6		Zone 7	,	Zone 8	3	Zone 9)	Zone 1	.0	Zone	11
Q32F Why don't you visit Those who don't visit T					R]																			
ack of choice and range of shops	18.5%	175	22.8%	36	27.8%	51	5.6%	9	19.6%	18	28.0%	9	18.3%	1	23.8%	4	25.1%	4	16.5%	22	14.4%	10	14.8%	12
Lack of supermarket	1.1%	10	0.0%	0	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	0.9%	1
oice of leisure facilities (cinema, gym, pubs etc)	0.2%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0		0	0.0%	0		0		0	0.0%	0		0		1
Choice of services (hairdressers, banks etc)	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
nvironmental quality of centre	0.8%	8	0.9%	1	0.0%	0	1.4%	2	2.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
o far away from home or work	28.8%	273	33.5%	54	22.3%	41	55.9%	91	27.0%	25	30.4%	9	9.3%	0	21.1%	3	7.4%	1	20.0%	26	19.0%	13	11.5%	10
ot accessible by public transport	1.4%	13	3.0%	5	1.1%	2	0.8%	1	1.9%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0	1.2%	2	0.7%	0	0.7%	1
nconveniently located car parking	0.5%	4	0.5%	1	0.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1
spensive car parking	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
er	0.7%	6	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.2%	2	0.0%	0	3.3%	3
ike it in general	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.4%	1
usebound / don't get out nuch	0.5%	5	1.3%	2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1
ot familiar with the area / never been	2.0%	19	4.8%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.8%	3	6.1%	5
othing there	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
able to get there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
ning, no reason to visit	47.0%	445	36.2%	58	50.0%	91	36.3%	59	45.9%	42	31.6%	10	63.1%	2	40.6%	7	58.2%	9	57.3%	75	63.2%	45	57.7%	48
on't know)	1.8%	17	0.0%	0	1.4%	3	0.0%	0	1.4%	1	8.3%	3	0.0%	0	10.2%	2	1.9%	0	4.0%	5	1.7%	1	2.1%	2
eighted base:		947		160		182		162		91		31		4		16		16		131		71		83
imple:		885		125		156		141		91		34		8		25		38		90		98		79

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
Q32G Why don't you v Those who don't visit Lo					? [MR]																				
ack of choice and range of shops	15.1%	121	21.0%	20	18.0%	29	6.6%	1	29.2%	15	7.3%	6	11.1%	5	5.3%	3	8.4%	4	17.4%	17	19.7%	11	9.7%	10	
ack of supermarket	0.9%	7	0.0%	0	4.3%	7	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	
hoice of leisure facilities (cinema, gym, pubs etc)	0.0%	0		0		0	0.0%	0		0		0		0		0		0		0		0		0	
hoice 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	
nvironmental quality of centre	2.2%	18	1.4%	1	2.9%	5	26.3%	3	4.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.7%	0	0.6%	1	
o far away from home or work	27.4%	220	25.4%	25	29.0%	47	0.0%	0	9.0%	5	53.5%	41	28.2%		49.5%	28	46.7%	21	17.8%	17	6.1%	4	20.1%	21	
ot accessible by public transport	1.5%	12		2		3	0.0%	0	1.1%	1		1		1		1		0	0.8%	1	0.8%	0		3	
conveniently located car parking	0.3%	2	0.0%	0		2	0.0%	0	0.0%	0		0		0		0		0	0.0%	0		0		0	
xpensive car parking	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.000	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	
ther	1.2%	10	0.9%	1		1	0.0%	0	0.0%	0		0		0		1		0	5.5%	5		1	0.6%	1	
vislike it in general lousebound / don't get out much	0.4% 0.6%	3 5	0.9% 2.1%	1 2	0.4% 0.4%	1	0.0% 0.0%	0	2.2% 1.1%	1	0.0% 0.0%	0		0		0		0	0.0% 0.8%	0 1	0.0% 0.0%	0	,.	1	
Not familiar with the area /	2.1%	17	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.7%	1	1.7%	1	2.3%	1	3.1%	1	1.8%	2	2.5%	1	8.1%	8	
lothing there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
oor traffic system / difficult to get to	0.4%	3	0.0%	0	1.2%	2	6.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
nable to get there	0.2%	1	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	
othing, no reason to visit	49.0%	393	45.3%		44.2%		60.6%		50.0%		37.2%	28			38.1%	22		18			69.8%		57.6%	60	
Oon't know)	2.1%	17	3.8%	4	2.0%	3	0.0%	0	2.2%	1	0.7%	1	0.0%	0	1.7%	1	0.7%	0	4.0%	4	2.1%	1	1.7%	2	
Veighted base:		802		97		163		11		53		76		42		57		44		98		58		104	
ample:		902		85		157		13		54		83		78		90		93		75		78		96	
33 Do you make use of	electro	nic ho	me sho	pping	g (i.e. iı	nterne	et or TV	shop	ping)? [l	MR]															
es, Internet	64.7%	844	55.3%	106	68.5%	162	68.0%	119	59.8%	62	55.9%	53	50.7%	27	71.1%	44	61.5%	30	70.5%	107	71.8%	51	71.0%	83	
es, Portable internet shopping (through mobile phone)	8.0%	105	6.0%	11	6.7%	16	1.6%	3	5.5%	6	5.1%	5	3.8%	2	15.7%	10	10.4%	5	15.5%	24	10.4%	7	14.3%	17	
es, TV Shopping	4.5%	58	5.0%	10	2.7%	6	1.6%	3	4.9%	5	0.7%	1	4.4%	2	16.4%	10	9.4%	5	2.2%	3	6.5%	5	7.7%	9	
0	34.8%	454	43.9%		31.5%		31.7%		39.7%		44.1%	_	45.6%		25.9%		38.5%	19		44			29.0%	34	
Veighted base: ample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104	

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Stoke on Trent Household Survey For WYG

Weighted:

July 2013

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
Q34 Which goods or s		-				ia ele	ctronic	(home	/mobile) sho	pping?	[MR]												
Those who make use	of electron	ic hom	e shoppin	g at Q	33																			
Food	10.1%	86	10.1%	11	11.2%	18	10.2%	12	0.9%	1	17.3%	9	1.4%	0	18.3%	8	2.9%	1	9.7%	10	3.1%	2	16.0%	13
Clothes / shoes	48.5%	413	52.1%	56	39.7%	64	46.5%	55	59.1%	37	46.7%	25	53.4%	16	53.0%	24	44.9%	14	45.0%	49	44.3%	23	61.0%	51
Banking / finance	7.3%	62	0.8%	1	4.0%	6	7.4%	9	6.7%	4	10.1%	5	0.0%	0	8.1%	4	1.9%	1	7.9%	9	15.1%	8	19.3%	16
Books	44.0%	375	28.2%	30	45.3%	73	52.5%	63	54.4%	34	54.2%	29	32.0%	9	37.8%	17	36.7%	11	36.6%	40	44.3%	23	55.1%	46
CDs, DVDs, music	45.0%	383	38.5%	41	49.2%	80	53.1%	63	43.8%	27	47.3%	25	15.4%	5	36.3%	16	47.2%	14	40.6%	44	42.4%	22	54.5%	45
DIY goods	6.4%	54	1.6%	2	7.5%	12	4.9%	6	3.2%	2	8.7%	5	1.4%	0	10.9%	5	7.6%	2	4.3%	5	14.4%	7	9.9%	8
Furniture / Carpets	6.9%	58	3.2%	3	7.8%	13	4.3%	5	6.4%	4	6.6%	3	5.0%	1	4.5%	2	4.8%	1	6.7%	7	7.4%	4	16.5%	14
Garden items	7.9%	67	2.8%	3	6.9%	11	5.4%	6	4.4%	3	7.7%	4	2.5%	1	10.2%	5	3.7%	1	6.5%	7	11.5%	6	24.0%	20
Holiday and / or Travel	7.7%	65	4.4%	5	4.9%	8	9.5%	11	8.5%	5	1.2%	1	0.0%	0	16.2%	7	9.8%	3	2.6%	3	12.8%	7	18.8%	16
Tickets																								
Jewellery	4.1%	35	1.4%	2	1.0%	2	3.1%	4	4.4%	3	1.9%	1	5.0%	1	6.4%	3	9.8%	3	1.7%	2			13.2%	11
Major electrical items	17.0%	145		20	9.2%	15	19.8%		19.5%		17.6%	9	14.3%		16.1%	7	27.8%	8	16.2%		22.0%		19.3%	16
Small electrical items	27.8%	237	31.3%	34	32.2%	52	28.2%		25.7%		34.9%	19			28.3%		31.8%	10			21.8%		23.3%	19
Small household goods	11.1%	94	3.4%	4	5.8%	9	15.7%		13.4%		21.0%	11	8.3%	2	16.3%		12.4%	4		12			17.0%	14
Sports goods	8.9%	75	0.8%	1	9.0%	15	4.1%	5	3.2%		10.1%	5	2.2%	1	10.6%		10.8%	3	21.1%	23	8.4%		14.3%	12
Toys	11.5%	98	4.7%	5	10.2%	17	7.5%	9	9.3%		33.5%	18	10.0%		19.6%	9	18.3%	6	9.1%	10		7	11.4%	10
Other	3.4%	29	2.5%	3	4.4%	7	3.1%	4	4.6%	3	4.8%	3	1.1%	0		1	12.0%	4	2.8%	3	1.5%	1	1.7%	1
Art & Craft gods	0.5%	4	0.0%	0	0.8%	1	0.0%	0	3.5%	2	0.0%	0	1.1%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer games	4.1%	35	7.5%	8	5.4%	9	0.0%	0	3.5%	2	12.6%	7	0.0%	0	0.070	0	7.9%	2	5.1%	5	0.0%	0	1.7%	1
Gifts	0.6%	5	0.0%	0	0.0%	0	0.5%	1	1.1%	1	1.9%	1	0.0%	0		1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Greeting cards	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0		0		1	0.0%	0	0.0%	0	0.0%	0
Health & Beauty items	4.5%	38	2.9%	3	6.4%	10	5.3%	6	3.2%	2	0.0%	0	2.2%	1	0.0%	0		5	7.7%	8	3.6%	2	1.4%	1
Pet related products	1.3%	11	1.4%	2	0.5%	1	0.0%	0	1.1%	1	3.6%	2	2.5%	1	2.5%	1	1.2%	0	0.0%	0	2.8%	1	2.6%	2
Stationery / office supplies	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0		0		1	0.0%	0	1.5%	1	0.9%	1
Vehicles / vehicle parts	1.2%	10	0.8%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.8%	1	2.8%	3	0.0%	0	0.9%	1
Weighted base:		852		107		162		119		62		53		29		45		30		108		51		83
Sample:		653		64		108		73		49		36		39		58		47		56		60		63

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone 1	11
Q35 Which goods or s Those who make use						the f	uture via	a elec	tronic (h	ome	/mobile)	shop	ping? [MR]										
Food	7.1%	61	5.4%	6	4.9%	8	11.3%	13	1.1%	1	7.5%	4	1.4%	0	10.3%	5	2.9%	1	11.7%	13	2.5%	1	10.8%	9
Clothes / shoes	32.8%	279	28.9%	31	32.7%	53	39.8%	47	42.2%	26	22.4%	12	32.2%	9	20.3%	9	20.2%	6	40.6%	44	27.2%	14	32.4%	27
Banking / finance	6.3%	54	2.1%	2	2.5%	4	13.3%	16	5.7%	4	7.5%	4	0.0%	0	2.5%	1	1.9%	1	5.2%	6	13.0%	7	11.8%	10
Books	23.8%	203	15.1%	16	23.0%	37	36.4%	43	33.1%	21	19.4%	10	8.0%	2	14.2%	6	17.0%	5	22.3%	24	28.3%	15	27.3%	23
CDs, DVD's, music	28.0%	238	25.6%	27	26.9%	44	41.3%	49	40.4%	25	29.8%	16	4.1%	1	13.5%	6	33.1%	10	26.3%	28	24.1%	12	22.7%	19
DIY goods	5.2%	44	0.8%	1	7.9%	13	2.5%	3	2.3%	1	7.5%	4	0.0%	0		2	3.8%	1	5.2%	6		5	9.9%	8
Furniture / Carpets	5.4%	46		3	5.3%	9	3.1%	4	6.5%	4	6.6%	3	3.6%	1	8.8%	4	7.8%	2	2.4%	3	2.8%	1	13.3%	11
Garden items	4.5%	38	2.1%	2	5.7%	9	2.3%	3	1.1%	1	7.7%	4	1.4%	0	8.0%	4	6.7%	2	2.4%	3	3.8%	2	10.1%	8
Holiday and / or Travel Tickets	8.0%	68	4.4%	5	6.5%	11	9.0%	11	8.7%	5	1.2%	1	0.0%	0	8.8%	4	9.8%	3	5.4%	6	13.0%	7	19.8%	16
Jewellery	3.7%	32		1	1.0%	2	3.1%	4	3.4%	2		1	2.5%	1	0.8%	0		3	3.7%	4	9.2%	5	11.8%	10
Major electrical items	11.0%	93	6.7%	7	9.2%	15	14.0%	17	17.0%	11	14.2%	8	1.4%	0	6.7%	3		6	11.2%	12	5.9%	3	13.7%	11
Small electrical items	15.1%	129	10.7%	11	14.0%	23	17.0%	20	30.4%	19	16.6%	9	10.3%	3	15.2%	7	20.3%	6	12.9%	14	6.9%	4	15.4%	13
Small household goods	8.3%	71	4.3%	5	6.0%	10	12.8%	15	9.7%	6	9.5%	5	1.4%	0	,,	4	3.8%	1	7.6%	8	3.8%		16.5%	14
Sports goods	5.4%	46		1	4.4%	7	3.4%	4	5.7%	4	6.6%	3	2.2%	1	3.3%	2		1	6.6%	7	13.0%		12.6%	11
Toys	9.0%	77		0	6.4%	10	15.6%	19	7.5%	5	14.6%	8	1.4%	0		3		4	11.1%	12	9.7%	5	13.2%	11
Other	2.0%	17	0.0%	0	2.5%	4	1.2%	1	2.3%	1	8.0%	4	4.5%	1	2.2%	1	4.0%	1	0.0%	0	2.3%	1	0.9%	1
Computer games	1.9%	16	4.3%	5	3.4%	5	1.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.9%	1
Gifts	1.6%	14		1	3.0%	5	0.0%	0	7.7%	5	3.6%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Health & Beauty items	1.4%	12		1	0.0%	0	1.8%	2	1.1%	1	0.0%	0	2.2%	1	0.0%	0	5.4%	2	1.5%	2	5.2%	3	1.4%	1
Insurance	0.7%	6		0	0.0%	0	4.1%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Pet related products	0.8%	7	1.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		1	1.2%	0	0.0%	0	1.7%	1	2.6%	2
Stationery / office supplies	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		0	4.5%	1	0.0%	0	0.0%	0	0.9%	1
Vehicles / vehicle parts	0.7%	6	2.4%	3	0.5%	1	0.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0	0		0	0.0%	0	0.9%	0	0.0%	0
(None)	32.2%	274	38.9%	42	31.3%	51	21.2%	25	32.1%	20	39.9%	21	53.9%	16		15		13	29.3%	32	25.0%	13	32.8%	27
(Don't know / unsure)	1.4%	12	3.6%	4	0.4%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.7%	1
Weighted base:		852		107		162		119		62		53		29		45		30		108		51		83
Sample:		653		64		108		73		49		36		39		58		47		56		60		63

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Stoke on Trent Household Survey For WYG

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone :	5	Zone	6	Zone	7	Zone	8	Zone 9	9	Zone 1	.0	Zone	11
Q36 Which of these leis	sure activ	vities (do you p	oartic	ipate in	? [MR	/PR]																	
Health and Fitness	20.1%	262	16.6%	32	21.6%	51	12.8%	22	11.4%	12	18.2%	17	13.5%	7	23.2%	14	21.1%	10	27.1%	41	27.1%	19	30.4%	36
Leisure Centre Activities	19.0%	249	9.4%	18	22.8%	54	11.9%	21	15.3%	16	9.1%	9	10.5%	6	21.6%	13	19.5%	10	26.6%	40	28.5%	20	36.2%	42
Cinema	47.1%	615	42.3%	81	54.2%	128	51.9%	91	39.3%	40	40.8%	39	29.0%	16	48.0%	29	38.1%	19	51.5%	78	47.6%	34	50.8%	60
Restaurant	61.6%	804	44.8%	86	67.3%	159	68.6%	120	60.7%	63	55.6%	53	44.2%	24	71.5%	44	59.1%	29	54.5%	83	74.3%	53	77.5%	91
Pub/Bars	50.5%	659	43.5%	83	56.8%	134	50.2%	88	42.2%	43	45.6%	43	29.9%	16	60.4%	37	46.6%	23	51.5%	78	67.1%	48	54.9%	64
Nightclub	5.6%	74	1.3%	3	5.6%	13	1.7%	3	2.1%	2	4.3%	4	9.8%	5	4.7%	3	16.3%	8	8.0%	12	14.0%	10	8.7%	10
Social Club	8.0%	105	4.1%	8	14.5%	34	1.8%	3	1.7%	2	12.2%	12	4.7%	3	2.7%	2	18.9%	9	7.6%	12	11.5%	8	10.8%	13
Ten Pin Bowling	19.7%	257	16.5%	32	22.6%	53	25.4%	44	14.9%	15	11.9%	11	8.8%	5	19.1%	12	11.6%	6	31.5%	48	11.1%	8	19.8%	23
Bingo	6.5%	85	8.1%	15	8.3%	20	4.9%	9	7.2%	7	3.0%	3	5.0%	3	3.0%	2	2.9%	1	4.9%	8	6.2%	4	11.0%	13
Theatre / concert hall	41.8%	545	38.1%	73	50.4%	119	35.1%	61	40.0%	41	35.0%	33	39.3%	21	35.6%	22	33.3%	16	43.6%	66	51.4%	37	47.1%	55
Museum / Art Galleries	36.0%	470	27.7%	53	38.9%	92	37.1%	65	39.2%	40	40.1%	38	26.2%	14	24.5%	15	25.7%	13	40.1%	61	34.5%	25	46.0%	54
Running / Cycling / outdoor	26.7%	349	17.5%	33	26.7%	63	21.4%	37	21.0%	22	29.3%	28	20.1%	11	37.0%	23	18.6%	9	35.7%	54	30.4%	22	40.0%	47
activities																								
(None mentioned)	13.4%	175	15.8%	30	6.9%	16	12.3%	22	12.0%	12	24.3%	23	26.5%	14	10.7%	7	18.9%	9	14.7%	22	8.2%	6	11.6%	14
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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Stoke on Trent Household Survey For WYG

Weighted:

	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	ļ	Zone 5	5	Zone	6	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 1	1	
Q37 Which centre/facility Those that participate in								d fitn	ess acti	vity?															
Zone 1																									
BodyFit Express, Festival Way, Festival Park, Stoke-on-Trent	0.8%	3	5.9%	3	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	
lub Moativation, Etruria Hall, Festival Way, 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	1.9%	1	0.0%	0	0.0%	0	
enton Manor Sports Complex, City Road, Stoke-on-Trent	9.2%	34	0.0%	0	8.0%	6	50.2%	15	13.8%	3	3.4%	1	7.9%	1	10.8%	2	0.0%	0	5.6%	3	11.9%	3	0.0%	0	
Holden Lane High School, Milton	0.7%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
oiners Square Community Hall, Fenton	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lifestyle Fitness, Victoria Road, Fenton, Stoke-on-Trent	1.5%	5	12.7%	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	
I Club Spa & Fitness (Former Esporta), Festival Heights Retail Park, Stoke-on-Trent	3.3%	12	21.0%	9	0.0%	0	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	
forthwood Stadium, Keelings Road, Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
dure Gym, Ravensdale Retail Park, Fenton	0.7%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
tanley Matthews Sports Centre, Stoke	0.2%	1	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%	0	
Vallace Sport & Education Centre, Abbots Road, Abbey Hulton	2.0%	7	17.3%	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	
Sentilee - Devonshire Square 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	2.4%	0	0.0%	0	0.0%	0	0.0%	0	
Berry Hill - Twigg Street Local Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sucknall - Werrington Road Local Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
enton Town Centre one 2	0.7%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
radwell Lodge Community Centre, Porthill	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chesterton Community Sports College, Chesterton	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8	3	Zone 9		Zone 1	0	Zone 11	1	
Chesterton Sports Centre, Castle Street, Newcastle-under-Lyme	0.7%	2	0.0%	0	3.2%	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	
Holiday Inn, Clayton Road, Newcastle-under-Lyme	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	
Jubilee 2, Brunswick Street, Newcastle-under-Lyme	10.1%	37	0.0%	0	38.6%	30	0.0%	0	18.8%	4	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Silverdale Community Centre, The Downs, Silverdale	0.2%	1	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	
Spirit Health and Fitness, Clayton 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	
Xercise4Less, Newcastle-under-Lyme	3.3%	12	0.0%	0	15.6%	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	
Newcastle-under-Lyme Town Centre Zone 3	1.2%	4	0.0%	0	5.1%	4	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	
Awesome Walls, Longton	0.7%	2	0.0%	0	3.2%	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	
Fight Factory, Longton	0.6%	2	0.0%	0		0	7.3%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gymability, Longton	0.4%	1	3.2%	1		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	
Meir Fitness Centre, Meir	0.2%	1	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	
Pole Fit, Market Street, Longton	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Premier Fitness, Blurton Zone 4	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M Club Spa & Fitness (Former Total Fitness), Parklands, Newcastle Road, Stoke-on-Trent	1.0%	4	0.0%	0	3.2%	2	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	
MAC Sports & Leisure, Trent Vale	0.5%	2	0.0%	0	0.0%	0	3.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nuffield Stoke Fitness & Wellbeing Centre, George Eastham Avenue, Trentham Lakes North	1.8%	7	0.0%	0	2.1%	2	6.0%	2	5.6%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	
Pure Gym, Etruria Way Retail Park, Stoke-on-Trent	2.6%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	2	23.2%	4	26.9%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Revolutionary Fitness, Stoke Trentham Community Sports Centre, Allerton Road, Trentham	0.2% 0.0%	1 0	0.0% 0.0%	0		0	0.0% 0.0%	0	3.4% 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	
West End Village Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
21st Century Leisure, Davenport Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	Zone	8	Zone 9)	Zone 1	.0	Zone 1	1
Longport Dimensions Leisure Centre,	2.2%	8	0.0%	0	0.0%	0	2.4%	1	10.4%	2	28.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotia Road, Burslem																								
Stoke-on-Trent Gymnastics Centre, Newcastle Street, Burslem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
DW Fitness, Alexandra Park, Scotia Road, Tunstall, Stoke-on-Trent	2.2%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	2	4.9%	0	24.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impact Fighting Arts Academy, Tunstall	0.2%	1	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
New Horizons Sports & Leisure Centre, Uplands Avenue, Chell	2.0%	7	0.0%	0	7.1%	5	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove Zone 8	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	2	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Valley Leisure Centre, Thames Drive, Biddulph	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	11.8%	2	64.2%	8	0.0%	0	0.0%	0	0.0%	0
Knypersley Cricket Club, Knypersley Zone 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	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Brough Park Leisure Centre, Fowlchurch Road, Leek	5.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	2	0.0%	0	0.0%	0	31.6%	17	0.0%	0	0.0%	0
Longsdon Memorial Hall, Longsdon	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	3.0%	2	0.0%	0	0.0%	0
Moorville Hall Hotel, Werrington	0.6%	2	2.0%	1	0.0%	0	4.9%	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
The Guild Hall, 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	1.9%	1	0.0%	0	0.0%	0
South Moorlands Leisure Centre, Allen Street, Cheadle	5.9%	22	0.0%	0			10.0%	3	0.0%	0		0	0.0%	0		0		0		18		0		0
Leek Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	7.2%	4	0.0%	0	0.0%	0
Tean Local Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Alleyne's Sports Centre, Oulton Road, Stone	1.4%	5	0.0%	0	0.0%	0	2.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0
Eccleshall Community Centre, Eccleshall	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
Stone House Hotel, Stone	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	5.3%	1	0.0%	0
Westbridge Park Fitness Centre, Stafford Road, Stone	3.0%	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	39.1%	11	0.0%	0
Yarnfield Park Sports Centre, Yarnfield Zone 11	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

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	Total	l	Zone 1	1	Zone 2	2	Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone 7	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Alsager Leisure Centre,	4.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	29.4%	16	
Alsager Community Centre, Rode	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	1.3%	1	
Heath Congleton Leisure Centre, Congleton	3.9%	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	25.8%	14	
Gymophobics, Capitol Walk, Congleton	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	4.9%	3	
The Manor House Hotel, Audley Road, Alsager	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	1.3%	1	
Alsager Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	
Congleton Town Centre	3.3%	12	0.0%	0		0	0.0%	0	3.4%	1	0.0%	0	0.0%	0		0	24.0%	3	0.0%	0	0.0%	0	14.9%	8	
Outside the Study Area - Cheshire East	2.27.5		****				,		211,1		212,0		212,1				,					·	- 1,5 / 1		
Sandbach Leisure Centre, Sandbach	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	
The Madeley Centre, Crewe	0.2%	1	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	
Crewe 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	1.3%	1	
Macclesfield Town Centre Outside the Study Area - Stafford	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	3.9%	2	
Beaconside Sports Centre, Beaconside, 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	
Gym & Tonic, The Hollies, Newport Road, 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	
Gymophobics, 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	0.0%	0	0.0%	0	
Stafford Leisure Centre, Lammascote Road, Stafford	0.9%	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	12.4%	3	0.0%	0	
Stafford Sports Arena, Queensville 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	
Virgin Active, Eccleshall Road, Stafford Outside the Study Area - Telford & Wrekin	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	3.5%	1	0.0%	0	
Newport Swimming Pool, Victoria Park, 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	
Physical Sculpture Gym, Broadway, Newport Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%	3	5.9%	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	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	6.4%	23	7.5%	3	10.8%	8	3.9%	1	10.4%	2	20.7%	4	0.0%	0	5.9%	1	4.7%	1	3.4%	2	0.0%	0	2.1%	1	
Weighted base:		364		43		77		30		21		18		8		19		12		53		28		55	

By Zone
Weighted:

Stoke on Trent Household Survey For WYG

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July 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sample:	266	23	43	25	17	13	9	24	21	28	27	36

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Stoke on Trent Household Survey For WYG

Weighted: **July 2013** Total Zone 2 Zone 9 Zone 10 Zone 1 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 11 Q38 Which centre/facility did you last visit to go the cinema? Those who go to the Cinema at O36 Zone 1 60 12.2% 16 37.2% 25 64.5% 10 39.6% 12 55.0% 10 53.3% 42 8.0% 15 Odeon Cinema, Festival 37.9% 233 74.3% 34 16.8% 7 64.6% 3 25.3% Park, Etruria Road, Stoke-on-Trent Regent Theatre, 0.1% 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 Stoke-on-Trent Stoke-on-Trent Film Theatre. 0.5% 3 0.0% 0 0.6% 0.0% 1.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.4% Staffordshire University, College Road, Stoke-on-Trent Zone 2 Vue Cinema, The Square, 51.2% 315 23.8% 19 85.6% 110 56.3% 51 80.0% 32 33.8% 13 31.4% 5 59.1% 17 41.9% 8 28.3% 22 62.5% 21 26.6% 16 Market Arcade, Newcastle-under-Lyme Zone 9 Foxlowe Arts Centre, Leek 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 1.0% 1 0.0% 0 0.0% 0 Zone 11 Alsager Civic Cinema. 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Lawson Road, Alsager Outside the Study Area -**Cheshire East** 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 Cinemac, Heritage Centre, 0 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0.0% 0 Roe Street, Macclesfield 0 Odeon Cinema, Phoenix 1.9% 12 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 17.7% 11 Leisure Park, Crewe Outside the Study Area -East Staffordshire Cinebowl, Dovefields Retail 3.1% 19 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 12 3 0.0% 0 4.1% 0.0% 0 15.3% 9.6% Park, Town Meadows Way, Uttoxeter Outside the Study Area -North West Region Parrs Wood. East Didsbury. 1.0% 6 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 10.0% 6 Manchester Odeon Cinema, The Trafford 0.0% 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 0.0% 0.0% 0 0.0% 0 Centre, Manchester Odeon IMAX, The 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 1 0 0.0% 0 1.8% 1 0.0% 0 0 0.0% 0 0.0% Printworks, Manchester The Studio Cinema, Civic 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 1.9% 0.0% 0 Centre, Knutsford Vue Cinema, Southport 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% 1.6% Outside the Study Area -Shropshire

0.0%

0.0%

0 1.6%

0.0%

1.2%

0.0%

0

0.0%

Festival Drayton Cinema.

Frogmore Road, Market

0.6%

0.0%

0 0.5%

2.4%

2 0.0%

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	Total		Zone 1	1	Zone	2	Zone 3	3	Zone 4		Zone s	5	Zone 6	5	Zone '	7	Zone 8	3	Zone 9)	Zone 1	0	Zone 1	1	
Drayton Outside the Study Area - Stafford																									
Apollo Cinema, Newport Road, Stafford	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	10.3%	4	0.0%	0	
Outside the Study Area - Telford & Wrekin																									
Odeon Cinema, Woodhouse Central, Telford Outside the Study Area - West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Region	0.10/	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	1 40/	0	0.00/	0	
Showcase Cinema, Walsall	0.1% 0.2%	1	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		1	0.0% 0.0%	0	
Vue Cinema, Star City, Birmingham Others	0.2%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	4.3%	1	0.0%	U	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	2.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	1.3%	0	0.0%	0	2.1%	2	2.6%	1	16.1%	10	
Weighted base:		615		81		128		91		40		39		16		29		19		78		34		60	
Sample:		440		47		84		51		29		27		21		37		30		34		39		41	

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Stoke on Trent Household Survey For WYG

Weighted: For WYG

	Total	Į	Zone	1	Zone 2		Zone 3	,	Zone 4	ļ	Zone 5		Zone	6	Zone 7	,	Zone 8	}	Zone 9		Zone 10	0	Zone 11	l
Q39 Which centre/facility Those who go to Restaut	•		visit to (go to	a restaur	ant?																		
Zone 1																								
Ashbank	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee Local Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birches Head Local Centre	0.1%	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
City Centre (Hanley)	8.1%		11.9%	10	1.0%	2	14.3%		15.0%		13.1%	7	9.6%	2	9.1%	4	2.2%	1	2.2%	2	7.6%	4	7.7%	7
Fenton Town Centre	0.6%	5	1.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sneyd Green	0.1%	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
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Hulton - Abbots 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
Local Centre																								
Abbey Hulton - Leek Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Baddeley Green - Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Lane Local Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Bentilee - Beverley Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Bentilee - Devonshire Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.004		0.00/		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.00/	_	0.00/		0.004	•
Bentilee - Dividy 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
Bentilee - Ford Hayes Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre	0.004		0.00/		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.00/	_	0.00/		0.004	•
Berry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	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
Birches Head - Diana 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
Local Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Bucknall - Causeley 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
Local Centre	0.10/		1.00/		0.00/	0	0.00/		0.00/		0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/		0.00/		0.00/	0
Bucknall - Werrington Road	0.1%	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
Local Centre	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Eaton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.20/		0.00/		0.00/	0	0.50/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0
Etruria - Etruria Old Road	0.2%	1	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.004		0.00/		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.00/	_	0.00/		0.004	•
Fenton - King Street Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.004		0.00/		0.004		0.004		0.00/		0.00/		0.004		0.004		0.004		0.00/		0.00/		0.004	•
Fenton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		_		_																				
Heron Cross - Heron	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
Street/Grove Road Local																								
Centre																								
Milton - Leek Road/Millrise	0.5%	4	3.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road Local Centre																								
Northwood - Keelings Road 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

											_														
	Tota	l	Zone 1	1	Zone 2	2	Zone 3		Zone 4	1	Zone 5	;	Zone (6	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 11	l	
Norton Park - Leek New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Shelton - College Road 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	
Shelton - Stoke Road 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	
Sneyd Green - Milton Road 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	
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	
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Intu Potteries Shopping Centre, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.8%	14	5.4%	5	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	2.3%	19	4.5%	4	1.7%	3	0.0%	0	4.4%	3	2.0%	1	0.0%	0	5.8%	3	8.2%	2	1.2%	1	0.0%	0	2.4%	2	
Octagon Retail Park, Etruria Road, Stoke-on-Trent Zone 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	
Apedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.2%	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	0.0%	0	
Basford Local Centre	0.1%	1	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	
Betley Local Centre	0.3%	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%	0	1.6%	1	
Blackbrook	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	
Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	1	0.0%	0	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	
Clayton	0.6%	5	0.0%	0		0	4.1%	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	
Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Madeley	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
May Bank	0.0%	122	0.0%	0		0	0.0%	0	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	16.4%	132	12.3%		54.9%	87	5.8%		21.2%	13	3.0%	2	14.8%	4	8.4%		13.2%	4	0.0%	0	2.1%	1	0.0%	0	
Silverdale	0.3%	2	1.6%	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	
Whitmore	0.0%	0	0.0%	0		0	0.0%	0	0.0%	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 Woore	0.1% 0.4%	3	0.0% 0.0%	0		2	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% 0.9%	0	0.0% 0.0%	0	
Wrinehill	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	0.9%	0	2.4%	2	
Brampton Park,	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	
Newcastle-under-Lyme Castle Walk Shopping	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castle walk shopping	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	

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	Total		Zone 1		Zone 2	}	Zone 3		Zone 4	ı	Zone 5		Zone	6	Zone 7	7	Zone	8	Zone 9	ı	Zone 1	.0	Zone 1	1	
Centre,																									
Newcastle-under-Lyme																									
Roebuck Centre, 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	
Wolstanton Retail Park, Queensway,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Zone 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	
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	
Caverswall	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dresden	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Forsbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fulford	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	
Longton Town Centre	1.3%	11	3.0%	3	0.8%	1	5.2%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Town Centre	0.4%	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	
Meir Heath	0.4%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	
Blurton - Blurton Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																									
Blurton - Finstock Avenue 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	
Blurton - Nashe Drive 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	
Blurton - Wimborne Avenue 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	
Dresden - Chaplin 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	
Dresden - Carlisle Street 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	
Dresden - Trentham Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollybush - Blurton Road 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	
Lightwood - Belgrave Road 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	
Meir Hay - Amison Street 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	
Meir Park - Lysander Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Normacot - Uttoxeter Road 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	
Sandford Hll - Heathcote Street 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	
Weston Coyney - Coalville Place 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	
Weston Coyney - New Kingsway 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	
Weston Coyney -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3	Zone 4	ļ	Zone 5		Zone	6	Zone 7		Zone 8	3	Zone 9		Zone 10)	Zone 1	I
Westonfields Drive Local																								
Centre																								
Longton Exchange Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Longton																								
Longton 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
Longton	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
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	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
Road, Meir	0.170	•	0.070		0.070	Ü	0.570	•	0.070	Ü	0.070		0.070	Ü	0.070		0.070	Ü	0.070		0.070	Ü	0.070	v
Zone 4																								
Hanchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	3.5%	28	9.1%	8	0.8%	1	9.6%		10.6%	7	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham	1.3%	10	0.0%	0	0.8%	1	3.6%	4	2.3%	1	3.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
The Trentham Lakes	0.6%	5	3.0%	3	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Trent Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford - Etruria Road Local Centre	0.1%	1	0.0%	0	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
Hanford - Mayne Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	0.070		0.070	Ů	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	· ·
Hanford - New Inn Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre																								
Hartshill - Hartshill Road	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
Local Centre	0.004		0.004		0.004		0.004		0.00/		0.004		0.004		0.00/		0.004		0.00/		0.00/		0.004	
Oakhill - London Road 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
Penkhull - Manor Court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre	0.0%	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Trentham - The Lea Local	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	2.4%	1	0.0%	0
Centre	**-	_		-		-		-			,.					-				-		_		•
Trentham - Werburgh Drive	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre																								
Trentham Lakes - Stanley	1.2%	9	0.0%	0	5.0%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Matthews Way Local																								
Centre	0.00/		0.00/		0.00/		0.00/		0.00/		0.00/	0	0.00/	0	0.00/		0.00/		0.00/		0.00/		0.00/	0
West End - London Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ü	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Stoke-on-Trent	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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
Newcastle Road,	/0	Ü	/-	,	/0	-	/0	•	/-	•	/0	Ü	2.370	•	/-	Ü	2.270	~	/0	•	/0	v	/-	•
Stoke-on-Trent																								
Zone 5																								
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
Westport Lake,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10	0	Zone 1	1
Burslem Town Centre Bank Top - High Lane Local Centre	2.3% 0.0%	19 0	6.6% 0.0%	6 0	0.5% 0.0%	1	0.6% 0.0%	1	1.1% 0.0%		10.3% 0.0%	5 0	11.0% 0.0%	3	3.5% 0.0%	2 0	3.7% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Bradeley - Joyce Avenue 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
Cobridge - Waterloo Road 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
Middleport - Newcastle Street 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
Newford - Community Drive 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
Norton - Kynpersley Road 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
Norton - Pinfold Avenue 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
Smallthorne - Ford Green Road Local Centre	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
Stanfield - Haywood Road Local Centre Zone 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
Chatterley Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	7.6%	2	8.7%	4	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Chell Heath - Chell Heath Road 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
Goldenhill - High Street 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
Great Chell - Biddulph Road Local Centre Zone 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
Kidsgrove Town Centre	0.7%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Mow Cop	0.2%	2	1.6%	1	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
Newchapel	0.0%	0	0.0%	0		0	0.0%	0	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke	0.7%	6	0.0%	0	1.4%	2	0.0%	0	1.1%	1	0.0%	0	3.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Freeport Talke Outlet Mall, Pit Lane, Talke Pits Zone 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
Biddulph Town Centre	2.3%	18	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.9%	1	2.7%	1	3.3%		32.4%	9	0.0%	0	0.0%	0	5.6%	5
Gillow Heath Zone 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
Alton Village	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
Bagnall	0.8%	6	6.6%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackshaw 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boundary	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cauldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.8%	7	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	1.3%	1
Cheddleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9)	Zone 1	.0	Zone	11
Donford Look	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
Denford, Leek Endon	0.0% 1.8%	0 14	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0	0.0% 0.0%	0		0 5	0.0% 0.0%	0	0.0% 2.3%	0	0.0% 0.0%	0	0.0% 8.6%	0 7	0.0% 0.0%	0		0
Foxt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.00	0
Freehay	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	1.0%	1	0.0%	0		0
Froghall Wharf	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
Hollington	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
Leek Town Centre	4.8%	39	0.8%	1	0.0%	0	1.8%	2	0.0%	0	7.5%	4	0.0%	0	0.7%	0	5.0%	1	36.6%	30		0	0.0%	0
Longsdon	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
Oakamoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Rudyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0		0	0.0%	0
Stanley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0		0
Stockton Brook	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Tean	0.7%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2		0	0.0%	0
The Roaches, 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
Tittesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Upper Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Upper Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.00	0
Waterhouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Werrington	2.0%	16	0.8%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	12		0		0
Wetley Rocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Smithfield Centre, 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
Zone 10																								
Barlaston 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
Eccleshall 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		6		0
Hilderstone	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Meaford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0
Modderstone	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
Stone Town Centre	6.0%	48	5.0%	4	2.9%		11.1%	13	7.2%	5	1.0%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0		19	0.0%	0
Swynnerton	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
Yarnfield Zone 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	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	2.8%	22	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.3%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	18.0%	16
Congleton Town Centre	4.1%	33	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	8.1%	4	5.5%	2	1.2%	1	0.0%	0	27.9%	25
Rode 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
Scholar Green	0.2%	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	0.0%	0	1.3%	1
Somerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swettenham	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
Bridestone Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton																								
Capitol Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Congleton Congleton 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
Congleton Congleton	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.0%	U
Outside the Study Area -																								
Birmingham Birmingham City Centre Outside the Study Area -	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	10.4%	6	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	l
	0.4.4		0.004		0.004		0.004		0.004		0.004		0.004		0.004		• • • • • • • • • • • • • • • • • • • •		0.004		0.004		0.004	
Alderley Edge 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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	1.1%	9	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	5.3%	5
Macclesfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sandbach Town Centre	0.7%	5	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	1.7%	0	2.1%	1	0.0%	0	0.0%	0		0	2.4%	2
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West & Chester																								
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Derbyshire Dales																								
Ashbourne Town Centre Outside the Study Area - East Midlands Region	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
Buxton Town Centre Outside the Study Area - East 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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.3%	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	1.5%	1	0.0%	0
Oovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Outside the Study Area - Manchester																								
Manchester City Centre Outside the Study Area -	1.7%	14	0.0%	0	1.5%	2	4.1%	5	0.0%	0	8.0%	4	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merseyside																								
Liverpool City Centre Outside the Study Area - Newcastle-under-L yme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the 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
North West Region Bollington Town Centre Outside the Study Area -	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
Shropshire																								
Market Drayton Town	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Centre Outside the Study Area - Stafford																								
Stafford Town Centre	2.1%	17	1.0%	1	0.0%	0	2.1%	3	7.4%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.9%	2	11.0%	6	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0		0	0.0%	0
Greyfriars Place 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
sie, mais i acc Retail i dik,	0.070	U	0.070	J	0.070	J	0.070	U	0.070	U	0.070	U	0.070	U	0.070	•								

	Total	l	Zone 1	1	Zone 2	2	Zone 3	3	Zone 4		Zone :	5	Zone	6	Zone	7	Zone	8	Zone 9	9	Zone 1	0	Zone 1	1
Stafford																								
Guildhall Shopping Centre, 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
Hough 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
Madford 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
Queens Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford 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	0.0%	0	0.8%	0	5.3%	5
Outside the Study Area - West Midlands Region																								
Burton Upon Trent Town Centre	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	6.6%	5	0.0%	0	0.0%	0
Cannock Town Centre Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	5.8%	47	0.0%	0	6.9%	11	2.1%	3	6.2%	4	8.0%	4	10.7%	3	4.9%	2	10.9%	3	9.1%	8	10.8%	6	4.6%	4
Abroad	0.4%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	8.1%	65	9.3%	8	9.9%	16	11.5%	14	7.6%	5	10.0%	5	8.3%	2	12.3%	5	4.2%	1	3.1%	3	1.5%	1	5.9%	5
Weighted base:		804		86		159		120		63		53		24		44		29		83		53		91
Sample:		742		65		126		92		59		48		43		65		53		52		67		72

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Stoke on Trent Household Survey For WYG

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Zone 5

Weighted:

Total

Zone 1

Zone 2

Zone 3

Zone 4

Q40 Which centre/facility did you last visit to go to bars, pubs and nightclubs? Those that go to Pubs/bars, Nightclubs or a Social club at O36 Zone 1 Ashbank 0.1% 0.8% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 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 Bentilee Local Centre 0 0.0% 0 0 0.0% 0 0 Birches Head Local Centre 1.2% 8 9.4% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 City Centre (Hanley) 4.8% 33 20.4% 17 0.6% 0.8% 1 2.6% 1 13.7% 6 18.3% 3 0.0% 0 11.4% 3 0.0% 0 0.0% 0 1.0% 1 0.3% 2 2 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 Fenton Town Centre 2.4% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% Snevd Green 0.2% 1 1.0% 1 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 Northwood 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Abbey Hulton - Abbots 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 Local Centre Abbey Hulton - Leek 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 Local Centre Baddeley Green - Baddeley 0.2% 0.0% 0 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 0.0% 0 0.0% 0 0.0% 0 1 1 Green Lane Local Centre Bentilee - Beverley Drive 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Local Centre Bentilee - Devonshire Square 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0 Local Centre Bentilee - Dividy Road 0.1% 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 0.0% 0 0.0% 0 Bentilee - Ford Hayes Lane 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 Centre Berry Hill - Twigg Street 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Local Centre Birches Head - Diana 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 Local Centre Bucknall - Causelev 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 Local Centre Bucknall - Werrington Road 0.1% 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% 0 0.0% 0 Local Centre Eaton Park - Southall Way 0.2% 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 1 Local Centre Etruria - Etruria Old Road 0.3% 0.0% 0 0.5% 1 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 Local Centre

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Fenton - King Street Local

Fenton - Victoria Road Local

Street/Grove Road Local

Milton - Leek Road/Millrise

Road Local Centre Northwood - Keelings Road

Local Centre

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Centre Heron Cross - Heron

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	Total		Zone 1		Zone 2	2	Zone 3		Zone 4	1	Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
	0.404		2.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004	
Norton Park - Leek New Road Local Centre	0.4%	3	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 - College Road 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
Shelton - Stoke Road 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
Sneyd Green - Milton Road 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
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
Victoria Road Retail Park, 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
Intu Potteries Shopping Centre, City Centre (Hanley)	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Festival Retail Park, Ridge House Drive, Stoke-on-Trent	0.2%	1	1.0%	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
Octagon Retail Park, Etruria Road, Stoke-on-Trent Zone 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
Apedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.2%	2	0.0%	0	0.9%	1	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
Basford 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
etley Local Centre	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
lackbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradwell	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton	0.2%	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
Clayton	1.1%	8	0.0%	0	4.9%	7	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
nutton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
l adeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iay Bank	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%	0	0.0%	0
ewcastle-under-Lyme Town Centre	17.9%	122	3.0%		63.6%	90	6.3%		37.0%	17	9.7%	4	8.3%	1	3.4%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
ilverdale	0.9%	6	0.0%	0		6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vhitmore	0.2%	2	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
Volstanton	0.6%	4	0.0%	0		4	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
Voore	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vrinehill	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Brampton Park, 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
Castle Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3	Zone 4	ļ	Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	l
Centre,																								
Newcastle-under-Lyme oebuck 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
Newcastle-under-Lyme Volstanton Retail Park,	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway, Newcastle-under-Lyme	212,1					-																		·
one 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
lythe Bridge	0.3%	2	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	0.0%	0	0.0%	0
averswall	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
resden	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	1.3%	1	0.0%	0	0.0%	0
orsbrook	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
ulford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	2.6%	18	0.0%	0	3.9%	5	11.8%	11	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ieir Town Centre	0.5%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
leir Heath	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
lurton - Blurton Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre																								
lurton - Finstock Avenue 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
lurton - Nashe Drive 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
lurton - Wimborne Avenue 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
resden - Chaplin 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
resden - Carlisle Street	0.1%	5	0.0%	0	0.0%	0	5.8%	5	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	3.070	5	0.070	9	0.070	U	2.070	5	0.070	U	0.070	0	0.070	U	0.070	•								
resden - Trentham 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
Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	J	0.070	U	0.070	U	0.070	U	0.070	J	0.070	U
ollybush - Blurton 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
Local Centre	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
ightwood - Belgrave 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	U.1%	1	0.0%	U	0.0%	U	0.8%	1	0.0%	U	0.0%	U	0.0%	U										
Local Centre	0.20/	1	0.00/	0	0.00/	0	1.50/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Ieir Hay - Amison Street	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
Local Centre	0.40/	2	0.00/		0.00/	0	2.20/	2	0.00/	0	0.00/		0.00/		0.00/		0.00/	0	0.00/		0.00/		0.00/	0
Ieir Park - Lysander Road	0.4%	3	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
Local Centre	0.000	_	0.00		0.00	_	0.6	_	0.0::	_	0.0	_	0.0	_	0.0	_	0.6	_	0.0::	_	0.6::	_	0.00	
ormacot - Uttoxeter 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
Local Centre																								
indford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre																								
eston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Local Centre																								
eston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway 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

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	1	Zone 5	5	Zone	6	Zone 7	7	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Westonfields Drive Local																									
Centre Cocar																									
Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park, Uttoxeter Road, Meir Zone 4	0.8%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hanchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	2.8%	19	11.1%	9	1.0%	1	4.9%	4	7.3%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Trentham Lakes	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	
Trent Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Hanford - New Inn Lane	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	
Harpfield - Woodberry Close 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	
Hartshill - Hartshill Road Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oakhill - London Road Local Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Penkhull - Manor Court Road Local Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trentham - The Lea 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	
Trentham - Werburgh Drive 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	
Trentham Lakes - Stanley Matthews Way 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	
West End - London Road 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	
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 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	
Brown Edge	0.8%	6	0.0%	Λ	0.00/	1	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	Ω	0.004	0	
Westport Lake,	0.8%	0	0.0%	0	0.9% 0.0%	0	0.0%	0	0.0%	0	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	
Stoke-on-Trent	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	

	Total		Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone	8	Zone 9		Zone 1	0	Zone 1	1	
Burslem Town Centre Bank Top - High Lane Local Centre	3.7% 0.0%	25 0	13.1% 0.0%	11 0	0.5% 0.0%	1	3.3% 0.0%	3 0	0.0% 0.0%		18.6% 0.0%	9	3.7% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.0% 0.0%	1	0.0% 0.0%	0	
Bradeley - Joyce Avenue Local Centre	0.2%	1	1.0%	1	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	
Cobridge - Waterloo Road 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	
Middleport - Newcastle Street 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	
Newford - Community Drive 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	
Norton - Kynpersley Road 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	
Norton - Pinfold Avenue Local Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Smallthorne - Ford Green Road Local Centre	0.2%	2	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	
Stanfield - Haywood Road Local Centre Zone 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	
Chatterley Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	14.9%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1	
Chell Heath - Chell Heath Road Local Centre	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	
Goldenhill - High Street 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	
Great Chell - Biddulph Road Local Centre Zone 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	
Kidsgrove Town Centre	2.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	44.5%	17	1.2%	0	0.0%	0	0.0%	0	0.0%	0	
Mow Cop	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newchapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Talke	0.7%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		10.3%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0	
Freeport Talke Outlet Mall, Pit Lane, Talke Pits Zone 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	
Biddulph Town Centre	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	3.8%	1	50.5%	12	0.0%	0	0.0%	0	2.5%	2	
Gillow Heath Zone 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	
Alton 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	
Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Blackshaw 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	
Boundary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cauldon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	
Cheadle Town Centre	1.2%	8	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	
Cheddleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9)	Zone 1	10	Zone 1	11
5 6 15 1	0.104	_	0.004		0.004		0.004		0.004				0.004		0.004		0.004		0.004		0.004		0.004	
Denford, Leek	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
Endon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0		0
Foxt	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
Freehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Froghall Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Hollington	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	3.8%	3	0.0%	0		0
Leek Town Centre	5.7%	39	0.0%	0	0.6%	1	6.3%	6	0.0%	0	0.0%	0	2.3%	0	0.0%	0	4.8%	1	39.3%	31	0.0%	0		0
Longsdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Oakamoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Rudyard	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	3.1%	2	0.0%	0		1
Stanley	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
Stockton Brook	0.4%	3	0.0%	0	0.6%	1	0.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Tean	1.0%	7	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0		0
Γhe Roaches, 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
Tittesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Upper Hulme	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	1.3%	1	0.0%	0		0
Upper Tean	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	0.070	0
Waterhouses	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
Werrington	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	14.9%	12	0.0%	0		0
Vetley Rocks	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	3.8%	3	0.0%	0		0
mithfield Centre, Leek one 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
Barlaston 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
ccleshall Town Centre	0.9%	6	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	12.2%	6	0.0%	0
lilderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
leaford	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	0.8%	0	0.0%	0
Modderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
tone Town Centre	5.8%	40	1.0%	1	1.0%	1	1.5%	1	0.0%	0	13.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	60.6%	29	0.0%	0
Swynnerton	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	0.8%	0	0.0%	0
Yarnfield Yone 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	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	3.1%	21	0.0%	0	0.5%	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	28.5%	20
Congleton Town Centre	5.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	16.2%	4	0.0%	0	0.0%	0	40.5%	29
ode Heath	0.9%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	4
cholar Green	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
omerford	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
wettenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ridestone Shopping Centre, 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
Capitol Walk Shopping Centre, 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
Congleton Retail Park, 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
Outside the Study Area - Birmingham	0.20/		1 (0)	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		0.004	0
Birmingham City Centre Outside the Study Area - Cheshire East	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11	l
Aldonlary Edge Legal Contra	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0
Alderley Edge Local Centre Crewe Town Centre	0.0%	5	1.0%	1	2.3%	3	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 2.6%	1	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0
Macclesfield 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%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre		7		0	0.0%	0		0	0.0%	0	0.0%			0		1		0			0.0%			6
	1.1% 0.0%	0	0.0% 0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0% 0.0%	0	0.0%	0	0.0% 0.0%	0		0	8.6%	0
Grand Junction Retail Park, Crewe					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	0.0%	0	0.0%	0	0.0%	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 Outside the 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
Cheshire West & Chester																								
Chester City Centre	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
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Derbyshire Dales																								
Ashbourne Town Centre Outside the Study Area - East Midlands Region	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Buxton Town Centre Outside the Study Area - East Staffordshire	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
Uttoxeter 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	1.0%	1	0.0%	0	0.0%	0
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																								
Manchester City Centre Outside the Study Area -	1.5%	11	6.7%	6	0.6%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Merseyside																								
Liverpool City Centre Outside the Study Area - Newcastle-under-L yme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the Study Area - North West Region	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bollington Town Centre Outside the Study Area - 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
Market Drayton Town	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Outside the Study Area - Stafford																								
Stafford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.7%	1	0.0%	0
Friary 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
	0.070	0	0.070		0.070	9	0.070	9	0.070	9	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070		0.070	

	Total	l	Zone	1	Zone 2	2	Zone 3	,	Zone 4		Zone :	5	Zone	6		Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 1	1
Stafford																									
Guildhall Shopping Centre, 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
Hough 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
Madford 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
Queens Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Telford 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
Outside the Study Area - West Midlands Region																									
Burton Upon Trent 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	1.0%	1	0.0%	0	0.0%	0
Cannock Town Centre Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3.6%	25	8.3%	7	0.0%	0	1.3%	1	1.6%	1	10.6%	5	6.0%	1		1.8%	1	4.8%	1	4.0%	3	8.5%	4	1.0%	1
Abroad	0.5%	4	1.0%	1	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	3.0%	2
(Don't know / can't remember)	5.8%	40	2.6%	2	1.1%	2	17.3%	16	5.7%	3	2.3%	1	13.4%	2	1	7.5%	7	3.6%	1	1.0%	1	9.3%	4	2.5%	2
Weighted base:		684		85		141		90		45		46		18	3		38		24		78		48		70
Sample:		593		53		114		67		40		39		31			50		41		46		54		58

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Stoke on Trent Household Survey For WYG

Weighted:

	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4		Zone 5	;	Zone 6	í	Zone	7	Zone 8	8	Zone	9	Zone 1	10	Zone 1	1
Q41 Which centre/facility Those who go to Ten pic				go ter	n-pin bo	wling	?																	
Zone 1																								
Tenpin, Festival Park, Etruria Road, Stoke-on-Trent Zone 5	76.1%	196	100.0%	32	84.4%	45	82.3%	36	100.0%	15	100.0%	11	100.0%	5	93.6%	11	90.0%	5	51.1%	24	0.0%	0	45.2%	11
Tenpin, St Quentins Gate, Telford Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Lyme Green Business Park, Macclesfield	7.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	21.5%	10	0.0%	0	30.8%	7
Lakeside Superbowl, Phoenix Leisure Park, Crewe Outside the Study Area - East Staffordshire	3.4%	9	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	5
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter Outside the Study Area - Shropshire	4.9%	13	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	11	5.0%	0	0.0%	0
AMF Bowling, Brixton Way, Harlescott, Shrewsbury Outside the Study Area - Stafford	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place, Stafford Other	5.5%	14	0.0%	0		2	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	85.8%	7	0.0%	0
Other - Outside Study Area	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.070	0	0.0%	0		0		0		0	0.0,0	0		0
Abroad (Don't know / can't remember)	0.0% 2.9%	0 7	0.0% 0.0%	0		0	0.0% 5.0%	0 2	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0		0 2		0	0.0% 2.5%	0
Weighted base: Sample:		257 150		32 16		53 29		44 17		15 8		11 8		5 7		12 14		6 9		48 19		8 10		23 13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q42 Which centre/facility Those who go to Bingo a		ast v	visit for b	oingo	o?																			
	~																							
Gala Bingo, Albion Square, City Centre (Hanley)	16.9%	14	4.5%	1	6.7%	1	0.0%	0	0.0%	0	18.4%	1	36.3%	1	62.3%	1	0.0%	0 1	100.0%	8	0.0%	0	16.6%	2
Gala Bingo, Victoria Road, Fenton	49.5%	42	86.6%	13	26.5%	5	70.5%	6 1	00.0%	7	44.7%	1	0.0%	0	0.0%	0	39.9%	1	0.0%	0	73.4%	3	37.2%	5
Mecca Bingo, Octagon Retail Park, Stoke-on-Trent	15.3%	13	4.5%	1	35.0%	7	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	5
Berry Hill Local Centre	0.8%	1	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
Newcastle-Under-Lyme Town Centre	1.0%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blurton (Blurton Road) Local Centre	0.7%	1	0.0%	0	0.0%	0	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
Longton Town Centre	0.7%	1	0.0%	0	0.0%	0	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
Norton Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre (Ford Green)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Гор Ten Bingo, High Street, Tunstall	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	1	17.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Goldenhill Local Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Packmoor Local Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	1	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	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	9.0%	0	0.0%	0
Congleton Town Centre Outside the Study Area - Cheshire East	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	4.5%	1
Mecca Bingo, Phoenix Leisure Park, Crewe Outside the Study Area - Dudley	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	4.5%	1
Gala Bingo, Castle Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, High Street, Brierley Hill Outside the Study Area - 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
Gala Bingo, Castle Gates, 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
Outside the Study Area - Stafford																								
Gala Bingo, Queens Retail Park, Stafford Outside the Study Area - Telford & Wrekin	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	17.7%	1	0.0%	0
Globe Bingo, Wellington Road, Donnington, 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

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	Total		Zone 1	1	Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6	<u> </u>	Zone 7		Zone 8	3	Zone 9		Zone 1	0	Zone 1	1
Mecca Bingo, Southwater Square, St Quentin Gate, 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
Outside the Study Area - Wolverhampton Gala Bingo, Boshbury Lane, Wolverhampton	0.9%	1	0.0%	0	0.0%	0	8.5%	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
Mecca Bingo, Springvale Estate, Bilston Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Abroad	0.0% 0.0%	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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
(Don't know / can't remember)	6.8%	6	0.0%	0	27.6%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		85 66		15 12		20 12		9 10		7 4		3 5		3 7		2		1 3		8 2		4 3		13 5

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Weighted: For WYG

	Tota	ıl	Zone	1	Zone	2	Zone :	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8	Zone	9	Zone 1	10	Zone 1	1
Q43 Which centre/facility								heatre	es / galle	eries /	/ museu	ms)?												
Those who visit the The	ate / Con	cert H	all or Mu	seum /	'Art galle	ries at	Q36																	
Zone 1																								
Ashbank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee 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
Birches Head 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
City Centre (Hanley)	61.6%				65.3%	92	67.2%		49.1%		74.0%	38			73.4%		63.2%	12	60.7%		36.7%		31.2%	22
Fenton 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
Sneyd Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Hulton - Abbots 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
Local Centre																								
Abbey Hulton - Leek 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
Local Centre																								
Baddeley Green - Baddeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Lane Local Centre																								
Bentilee - Beverley Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre																								
Bentilee - Devonshire Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre																								
Bentilee - Dividy 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
Bentilee - Ford Hayes Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre	0.00/		0.00/		0.00/		0.00/	0	0.00/		0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	
Berry Hill - Twigg Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre	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
Birches Head - Diana Road 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%	U
Bucknall - Causeley 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
Local Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Bucknall - Werrington 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
Local Centre	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	U
Eaton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre		,		,		_		,	~-~.*	,	~-~.*	-			/0		/0	Ü		,		,		~
Etruria - Etruria Old Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Centre																								
Fenton - King Street Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Fenton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Heron Cross - Heron	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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/Grove Road Local																								
Centre																								
Milton - Leek Road/Millrise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre																		_						
Northwood - Keelings 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
Local Centre																								

	Total		Zone 1		Zone 2	:	Zone 3		Zone 4	ı	Zone 5		Zone 6	i	Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	l
Norton Park - Leek New Road 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
Shelton - College Road 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
Shelton - Stoke Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ineyd Green - Milton Road 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
Lavenside 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
ictoria Road Retail Park, 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
ntu Potteries Shopping Centre, City Centre (Hanley)	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	1.3%	1	0.0%	0	0.0%	0
entury 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
estival Heights Retail Park, Greyhound 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
estival Retail Park, Ridge House Drive, Stoke-on-Trent	0.5%	3	3.0%	3	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
octagon Retail Park, Etruria Road, Stoke-on-Trent one 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
pedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
udley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
asford Local Centre	0.7%	5	0.0%	0	0.9%	1	1.3%	1	2.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
etley 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
lackbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
radwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
hesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
adeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ay Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ewcastle-under-Lyme Town Centre	6.1%	42	0.8%	1	8.5%	12	2.1%	2	28.6%	14	5.0%	3	5.9%	1	4.4%	1	3.0%	1	2.1%	2	9.4%	4	2.0%	1
lverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
hitmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Volstanton (0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rinehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rampton Park, Newcastle-under-Lyme	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
astle Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	l	Zone 5	5	Zone	6	Zone 7	•	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	
_																									
Centre, Newcastle-under-Lyme																									
Roebuck 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	
Newcastle-under-Lyme																									
Wolstanton Retail Park, Queensway, 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	
Zone 3																									
D D	0.0%	0	0.0%	0		0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Caverswall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dresden Forsbrook	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0													
Fulford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.5%	4	3.0%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	
Meir 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	
Meir 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	
Blurton - Blurton Road Local	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre	0.070		0.070	Ü	0.070		0.070	Ü	0.070		0.070		0.070	Ü	0.070		0.070		0.070	Ü	0.070		0.070	Ü	
Blurton - Finstock Avenue 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	
Blurton - Nashe Drive 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	
Blurton - Wimborne Avenue 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	
Dresden - Chaplin 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	
Dresden - Carlisle Street 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	
Dresden - Trentham 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	
Local Centre	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/		0.00/	0	0.00/		0.00/		
Hollybush - Blurton Road 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	
Lightwood - Belgrave 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	
Local Centre		_				_														_		_		_	
Meir Hay - Amison Street 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	
Meir Park - Lysander Road 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	
Normacot - Uttoxeter Road 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	
Sandford Hll - Heathcote Street 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	
Weston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Place Local Centre Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingsway Local Centre Weston Coyney -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	i	Zone	6	Zone 7	•	Zone 8	3	Zone 9		Zone 10)	Zone 1	1	
W . C.II D. I. I																									
Westonfields Drive Local Centre																									
Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meir Retail Park, Uttoxeter Road, Meir Zone 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	
Hanchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	1.5%	10	0.0%	0	1.6%	2	0.8%	1	1.4%	1	0.0%	0	0.0%	0	2.4%	1	1.8%	0	2.1%	2	7.0%	3	0.8%	1	
Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Trentham Lakes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basford - Etruria Road 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	
Hanford - Mayne Street 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	
Hanford - New Inn Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harpfield - Woodberry Close 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	
Hartshill - Hartshill Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oakhill - London Road 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	
Penkhull - Manor Court Road 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	
Trentham - The Lea 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	
Trentham - Werburgh Drive 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	
Trentham Lakes - Stanley Matthews Way 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	
West End - London Road 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	
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 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	
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	
Westport Lake,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10)	Zone 11	1
Burslem Town Centre Bank Top - High Lane Local Centre	0.4% 0.0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.4% 0.0%	1 0	3.7% 0.0%	0	0.0% 0.0%	0										
Bradeley - Joyce Avenue 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
Cobridge - Waterloo Road 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
Middleport - Newcastle Street 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
Newford - Community Drive 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
Norton - Kynpersley Road 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
Norton - Pinfold Avenue 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
Smallthorne - Ford Green Road Local Centre Stanfield - Haywood 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
Local Centre Zone 6	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U
Chatterley Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chell Heath - Chell Heath Road 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
Goldenhill - High Street 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
Great Chell - Biddulph Road Local Centre Zone 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
Kidsgrove 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
Mow Cop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newchapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Zone 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
Biddulph Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillow Heath Zone 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
Alton 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
Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackshaw 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
Boundary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cauldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
Denford, 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	
Endon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Foxt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	0.0%	Õ	0.0%	0	0.0%	0	
Freehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Froghall Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leek Town 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	2.1%	2	0.0%	0	0.0%	0	
Longsdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oakamoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rudyard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stockton Brook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
The Roaches, 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	
Tittesworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Upper Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Upper Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waterhouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Werrington	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	-	0.0%	-	0.0%	0	0.0%		0.0%	-	0.0%	0	0.0%	0	
Wetley Rocks	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Smithfield Centre, Leek Zone 10	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%		0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%		
Barlaston 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	
Eccleshall Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hilderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Meaford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Modderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	1.6%	1	
Swynnerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yarnfield Zone 11	0.0%	0	0.0%	0	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%	0	0.0%	0	
Alsager 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	
Congleton Town Centre	0.7%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	4.3%	3	
Rode 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	
Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swettenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridestone Shopping Centre, 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	
Capitol Walk Shopping Centre, 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	
Congleton 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	
Congleton Outside the Study Area - Birmingham																									
Birmingham City Centre Outside the Study Area - Cheshire East	1.2%	8	0.0%	0	1.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.6%	4	1.0%	1	

Finding Way, Mancelested Outside the Study Area- Chester Clear City Center Cle		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	0	Zone 1	1	
Cewe Town Centre	Alderley Edge Legal Centre	0.004	0	0.00%	0	0.00%	0	0.00%	0	0.004	0	0.004	0	0.004	0	0.00/	0	0.00%	0	0.00/	0	0.004	0	0.004	0	
Macked How Centre Centre Colfs	, ,						-						-		-		-		-		-		-			
Sandbach Town Centre																									•	
Grand Janction Retail Park, Crews 0.9% 0 0.9																										
Crew																										
Lyme Green Rectail Park 19/8 0 0.9%	Crewe		U		U	0.0%			U	0.0%	U	0.0%		0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%		
String Light Ways Macacefield Outside the Study Area Chester Chester Chester Chester Case Chester Case Chester Case Chester Case Chester Case Chester Case											-				-											
Chester City Centre 0.3% 2 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0	Brindley Way, 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	0.0%	0	0.0%	0	
Chester City Centre	Cheshire West &																									
Cheshire Oaks, Ellesmer Option		0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
Outside the Study Area - Dorbyshire Dales Subject to 18 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Cheshire Oaks, Ellesmere						-		0				-								0		-			
Ashbourne Town Centre O,9% 0 0,0% 0 0	Outside the Study Area -																									
Buxton Town Centre 1.0% 7 0.0% 0	Ashbourne Town Centre Outside the Study Area - East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Staffordshire Uttoxeter Town Centre 0.6% 4 0.0% 0 0.	Buxton Town Centre	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	9.3%	7	0.0%	0	0.0%	0	
Dovefields Retail Park,	East Staffordshire	0.60/		0.00/		0.00/		0.00/		0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	5.00/		0.00/	0	0.00/	0	
Uttoxeter Outside the Study Area- Manchester City Centre Outside the Study Area- Manchester City Centre Outside the Study Area- Merseyside Liverpool City Centre Outside the Study Area- Newcastile-under- Newcastile-under- North West Region Bollington Town Centre Outside the Study Area- Shropshire Market Drayton Town 0.0% 0			-								-															
Manchester City Centre	Uttoxeter	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Outside the Study Area - Merseyside Liverpool City Centre 1.2% 8 0.0% 0 0.0% 0 2.3% 2 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0 6.3% 4 Outside the Study Area - Newcastle-under-Lyme Ashley 0.0% 0 0																										
Liverpool City Centre	Outside the Study Area -	5.9%	40	0.0%	0	3.7%	5	5.9%	6	4.4%	2	4.7%	2	0.0%	0	4.4%	1	4.5%	1	6.0%	5	7.5%	3	20.8%	15	
Outside the Study Area - Newcastle-under-Lyme Ashley 0.0% 0 0.0%	•	4.00		0.004		0.004		2.224	_			0.004		0.004		0.00/		0.004		0.00/						
Ashley 0.0% 0 0.	Outside the Study Area - Newcastle-under-L	1.2%	8	0.0%	0	0.0%	0	2.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	6.3%	4	
Bollington Town Centre 0.0% 0	Ashley Outside the 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	
Market Drayton Town 0.0% 0 0.0	Bollington Town Centre Outside the 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	
Outside the Study Area - Stafford Stafford Town Centre 0.8% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.1% 5 1.0% 1 Friary 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%	Market Drayton 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stafford Town Centre 0.8% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.1% 5 1.0% 1 Friary 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%	Outside the Study Area -																									
Friary 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%		0.8%	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	11.1%	5	1.0%	1	
																									-	
	Greyfriars Place 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	

	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone :	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Stafford																								
Guildhall Shopping Centre, 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
Hough 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
Madford 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
Queens Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Telford Town Centre	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
Outside the Study Area - West Midlands Region																								
Burton Upon Trent 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
Cannock Town Centre Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	8.1%	55	10.0%	9	6.9%	10	10.1%	9	2.6%	1	1.0%	1	1.4%	0	1.5%	0	9.9%	2	5.8%	4	13.4%	6	17.8%	13
Abroad	0.5%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.7%	1	1.1%	1	1.1%	0	0.0%	0
(Don't know / can't remember)	5.7%	39	5.5%	5	9.2%	13	5.3%	5	1.2%	1	4.9%	3	0.0%	0	1.5%	0	8.9%	2	2.1%	2	4.3%	2	10.4%	7
Weighted base:		682		86		141		94		49		52		24		25		20		76		44		71
Sample:		637		66		112		74		49		46		41		44		44		48		53		60

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Stoke on Trent Household Survey For WYG

Weighted:

	Total		Zone 1		Zone 2	}	Zone 3		Zone 4		Zone 5		Zone 6	•	Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	1
N44 Which centre/facility Those who participate in								activ	/ities?															
Zone 1																								
Ashbank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee 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
Birches Head 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
City Centre (Hanley)	2.3%	8	23.6%	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	0.0%	0	0.0%	0
Fenton Town Centre	1.2%	4	2.1%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sneyd Green	1.6%			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
Jorthwood	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Hulton - Abbots Road 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
Abbey Hulton - Leek Road 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
Baddeley Green - Baddeley Green Lane 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
Sentilee - Beverley Drive 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
entilee - Devonshire Square 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
Bentilee - Dividy 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
entilee - Ford Hayes Lane 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
Serry Hill - Twigg Street 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
Sirches Head - Diana Road 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
Bucknall - Causeley Road 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
ucknall - Werrington Road Local Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
aton Park - Southall Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre Etruria - Etruria Old 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
Local Centre Senton - King Street Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 enton - Victoria Road Local	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 leron Cross - Heron Street/Grove Road 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
filton - Leek Road/Millrise Road Local Centre	0.7%	3	7.6%	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
Northwood - Keelings Road 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

	Total		Zone 1		Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		
									Zone i		Zone 3		Zone o	'	Zone /		Zone o		Zonc		Zone 10		20110 11		
Norton Park - Leek New (0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	
Road Local Centre	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sneyd Green - Milton Road (Local Centre	0.4%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
Victoria Road Retail Park, 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	
Intu Potteries Shopping Centre, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
• • • • • • • • • • • • • • • • • • • •	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Apedale (0.2%	1	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	
Audley	0.2%	1	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	
Basford 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	
Betley 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	
Blackbrook (0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bradwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 (0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Madeley (0.2%	1	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	
May Bank (0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	7.6%	27	2.1%	1	35.7%	23	0.0%	0	9.9%	2	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Silverdale (0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitmore	0.2%	1	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	
Wolstanton	1.6%	5	0.0%	0	8.6%	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	
Woore	0.2%	1	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	
Wrinehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brampton Park, (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	
Castle Walk Shopping (0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	5	Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1
Centre,																								
Newcastle-under-Lyme Roebuck 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
Newcastle-under-Lyme Wolstanton 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
Queensway, Newcastle-under-Lyme	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	v										
Zone 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
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
Caverswall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dresden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.3%	8	0.0%	0	3.9%	2	13.7%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	0.2%	1	0.0%	0	0.0%	0	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
Meir 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
Blurton - Blurton Road 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
Blurton - Finstock Avenue 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
Blurton - Nashe Drive 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
Blurton - Wimborne Avenue 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
Dresden - Chaplin 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
Dresden - Carlisle Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0
Local Centre	/0	9	/0	-	/0	Ü	/0	Ü	/0	Ü	/0	•	/-	Ü	/0	v	/0	•	/0	~	/0	•	2.370	~
Dresden - Trentham Road 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
Hollybush - Blurton Road 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
Lightwood - Belgrave Road 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
Meir Hay - Amison Street 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
Meir Park - Lysander Road Local Centre	1.0%	3	0.0%	0	0.0%	0	9.0%	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
Normacot - Uttoxeter Road 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
Sandford Hll - Heathcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Local Centre Weston Coyney - Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Local Centre Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Local Centre Weston Coyney -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	ó	Zone 7		Zone 8	3	Zone 9		Zone 10	0	Zone 1	1
Westenfields Duize Lee 1																								
Westonfields Drive Local Centre																								
Longton Exchange Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Longton																								
Longton 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
Longton				_										_										
Phoenix 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
Longton Meir Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road. Meir	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Zone 4																								
Hanchurch	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
Stoke Town Centre	3.5%		14.2%	5	1.1%	1	1.9%	1	5.3%	1	9.1%	3	15.0%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rentham	1.4%	5	2.5%	1	0.0%	0	9.0%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Trentham Lakes	3.6%	13	0.0%	0	0.0%	0	0.0%	0	24.8%	5	15.3%	4	0.0%	0	5.0%	1	0.0%	0	0.0%	0	9.0%	2	0.0%	0
Trent Vale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford - Etruria Road 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
Ianford - Mayne Street 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
Hanford - New Inn Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iarpfield - Woodberry Close 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
Hartshill - Hartshill Road 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
Dakhill - London Road 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
Penkhull - Manor Court Road 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
Frentham - The Lea 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
Frentham - Werburgh Drive Local Centre	0.3%	1	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
Frentham Lakes - Stanley Matthews Way 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
Vest End - London Road 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
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pringfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Brown Edge	0.0%	0	0.0%	0	0.00/	0	0.004	0	0.004	0	0.00/	0	0.0%	0	0.00/	0	0.004	0	0.00%	0	0.0%	0	0.00%	0
Vestport Lake,	1.4%	5	0.0%	0	0.0% 3.9%	0	0.0% 0.0%	0	0.0% 0.0%	0		0 2	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
WESTDOIL FAKE.	1.470	J	0.0%	U	3.770	4	0.0%	U	0.0%	U	0.0%		0.0%	U	1./%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;	Zone 9		Zone 10	0	Zone 1	1
Burslem Town Centre Bank Top - High Lane Local Centre	0.8% 0.0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%		10.5% 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
Bradeley - Joyce Avenue 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
Cobridge - Waterloo Road 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
Middleport - Newcastle Street 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
Newford - Community Drive 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
Norton - Kynpersley Road 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
Norton - Pinfold Avenue 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
Smallthorne - Ford Green Road Local Centre	0.1%	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
Stanfield - Haywood Road Local Centre Zone 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
Chatterley Whitfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	2.0%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	1	17.2%	5	13.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chell Heath - Chell Heath Road 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
Goldenhill - High Street Local Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Great Chell - Biddulph Road Local Centre Zone 7	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	2.5%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	0	33.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mow Cop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newchapel	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
Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke	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
Freeport Talke Outlet Mall, Pit Lane, Talke Pits Zone 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
Biddulph Town Centre	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.2%	7	0.0%	0	0.0%	0	0.0%	0
Gillow Heath Zone 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	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Alton 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
Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackshaw 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
Boundary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cauldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	4.3%	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	27.4%	15	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	;	Zone 6		Zone 7	,	Zone 8	3	Zone 9		Zone 1	0	Zone 1	11
Denford, 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
Endon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Foxt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Freehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Froghall Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Hollington	0.9%	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	5.5%	3	0.0%	0		0
Leek Town Centre	6.5%	23	0.0%	0	0.0%	0	15.1%	6	0.0%		15.3%	4	0.0%	0	0.0%	0	0.0%	0	23.6%	13	0.0%	0		0
Longsdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0		0
Oakamoor	0.4%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Rudyard	0.9%	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	5.5%	3	0.0%	0	0.0%	0
Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Stockton Brook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roaches, Leek	1.6%	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	10.1%	5	0.0%	0	0.0%	0
Tittesworth	0.7%	3	7.6%	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
Upper Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Waterhouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington	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	3.7%	2	0.0%	0	0.0%	0
Wetley Rocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Smithfield Centre, Leek Zone 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
Barlaston Local Centre	0.8%	3	0.0%	0	3.9%	2	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
Eccleshall 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	3.6%	1	0.0%	0
Hilderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meaford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modderstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	4.1%	14	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.2%	13	0.0%	0
Swynnerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Yarnfield Zone 11	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	6.7%	1	0.0%	0
Alsager Town Centre	4.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	17
Congleton Town Centre	6.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	19
Rode Heath	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		2
Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Somerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Swettenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0
Bridestone Shopping Centre, 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
Capitol Walk Shopping Centre, 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
Congleton Retail Park, 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
Outside the Study Area - Birmingham	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	0.007	0
Birmingham City Centre Outside the Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	l
Alderley Edge 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
Crewe 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
Macclesfield 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	1.5%	1
Sandbach 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
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
tadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Green Retail Park, Brindley Way, Macclesfield Dutside the Study Area -	0.7%	2	0.0%	0	3.9%	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
Cheshire West & Chester																								
hester 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
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Derbyshire Dales																								
Ashbourne Town Centre Outside the Study Area - East Midlands Region	0.6%	2	0.0%	0	0.0%	0	5.9%	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
Buxton Town Centre Outside the Study Area - East Staffordshire	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jttoxeter Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																								
Manchester City Centre Outside the Study Area -	0.2%	1	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
Merseyside	0.004		0.004		0.00/		0.004		0.00/		0.004		0.004		0.004		0.004		0.00/		0.00/		0.004	
Liverpool City Centre Outside the Study Area - Newcastle-under-L yme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Outside the 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
North West Region																								
Bollington Town Centre Outside the 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
Shropshire	0.004		0.004		0.00/		0.004		0.00/		0.004		0.004		0.004		0.004		0.00/		0.00/		0.004	
Iarket Drayton 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Outside the Study Area - Stafford																								
tafford Town Centre	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
Friary 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
Greyfriars Place 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
siej mais i mee Remii I ark,	0.070	U	0.070	U	3.070	U	3.070	U	3.070	U	3.070	U	0.070	U	3.070	U	0.070	U	3.070	v	0.070	U	0.070	Ü

,, eighteu.												_ ,													July 201
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11	
Stafford																									
Guildhall Shopping Centre, 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	
Hough 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	
Madford 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	
Queens Retail Park, Stafford Outside the Study Area - Telford & Wrekin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	0	0.0%	0	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	0.0%	0	
Telford Town Centre Outside the Study Area - West Midlands Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Burton Upon Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cannock Town Centre Others	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	9.0%	2	0.0%	0	
Other - Outside Study Area	4.9%	17	5.0%	2	2.3%	1	3.6%	1	16.5%	4	0.0%	0	0.0%	0	5.0%	1	6.3%	1	8.8%	5	8.1%	2	1.5%	1	
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	18.4%	64	7.6%	3	26.2%	17	34.4%	13	11.5%	2	23.9%	7	12.9%	1	23.9%	5	10.2%	1	13.6%	7	2.2%	0	15.7%	7	
Weighted base:		349		33		63		37		22		28		11		23		9		54		22		47	
Sample:		273		18		44		27		20		14		14		30		16		31		25		34	
Q45 How do you normal	ly travel	when	visiting	g leisı	ure dest	inatio	ns?																		
Car / van (as driver)	51.3%	671	34.5%	66	50.9%	120	52.4%	92	48.8%	50	40.9%	39	40.2%	22	65.0%	40	52.2%	26	68.2%	104	63.7%	46	57.1%	67	
Car / van (as passenger)	14.7%	192	17.1%	33	15.0%	35	20.8%	36	14.3%	15	22.9%	22	20.8%	11	7.7%	5	9.6%	5	5.7%	9	5.0%	4	15.3%	18	
Bus, minibus or coach	4.7%	62	6.7%	13	2.1%	5	4.9%	9	8.7%	9	6.9%	7	4.6%	2	4.7%	3	3.1%	2	2.7%	4	3.3%	2	5.7%	7	
Motorcycle, scooter or	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
moped																									
Walk	10.4%	135	15.3%	29	12.6%	30	3.7%		10.2%	11		9	10.8%	6			13.1%	6	8.0%	12	10.9%		11.1%	13	
Taxi	4.0%	52	2.6%	5		18	8.2%	14		3		1	4.7%	3		4	6.9%	3	0.5%	1	0.7%	0	0.0%	0	
Train	1.2%	15	6.3%	12		2	0.0%	0		0		0	0.0%	0		0		0	0.0%	0	1.1%	1	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	
Bicycle	2.1%	27	2.0%	4	2.4%	6	0.0%	0		2		3	0.0%	0		0		0	5.6%	8	0.7%	0	3.0%	4	
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.10,70	0	0.0%	0		1	0.0%	0	0.0,0	0		0	0.00,0	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	
(Don't use)	8.7%	114	9.4%	18	5.3%	13	7.7%		10.4%		13.9%	13		9				6	8.4%	13	9.2%	7	7.2%	8	
(Don't know / varies)	2.6%	34	5.4%	10	3.2%	7	2.3%	4	1.4%	1	1.1%	1	1.7%	1	2.7%	2	2.5%	1	1.0%	1	5.5%	4	0.6%	1	
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104	
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104	

	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	11
Q46 Which leisure facili	ties wou	ıld yo	u like to	see n	nore of i	in the	Stoke o	n Tre	nt area?	MR]													
Bars / pubs	0.9%	12	2.9%	5	0.3%	1	1.3%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	0	0.0%	0
Better shopping facilities	1.6%	21		7	2.0%	5	0.8%	1	1.1%	1	2.7%	3	0.0%	0	1.0%	1	1.2%	1	1.1%	2		0	1.1%	1
Bowling alley	2.2%	28	3.2%	6	1.2%	3	1.6%	3	6.7%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0
Cinema	3.5%	45	3.9%	8	0.3%	1	9.1%	16	1.8%	2	0.0%	0	1.2%	1	2.1%	1	3.1%	2	8.1%	12	0.6%	0	2.3%	3
Concert hall / venue	0.6%	8	2.4%	5	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	0	0.0%	0
Cycle paths / area	2.4%	31	1.5%	3	3.1%	7	1.7%	3	0.7%	1	3.1%	3	1.2%	1	0.0%	0	3.3%	2	7.7%	12	0.7%	0	0.0%	0
Dance facilities	0.7%	9	2.4%	5	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.6%	0	0.6%	0	0.6%	0	1.7%	3	0.0%	0	0.0%	0
Extreme sports	0.5%	6	0.0%	0	0.0%	0	1.3%	2	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Health and fitness (Gym)	1.8%	24		0	0.3%	1	8.1%	14	1.7%	2	0.0%	0	2.7%	1	4.8%	3	2.2%	1	1.1%	2	0.0%	0	0.0%	0
Hotels	0.5%	7		5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Ice rink	4.1%	54		8	7.3%	17	4.3%	8	0.7%	1	4.4%	4	1.2%	1	0.6%	0		2	8.0%	12		0	1.2%	1
Karting	0.2%	2		0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		0		0	1.1%	2		0	0.0%	0
Leisure centre	1.4%	18		0	0.0%	0	6.6%	12	1.0%	1	2.3%	2	0.0%	0		1	0.0%	0	1.1%	2		1	0.0%	0
More children facilities / activities	6.5%	85		23	4.0%	9	7.3%	13	7.6%	8	8.0%	8		1		2		1	9.7%	15		1	2.9%	3
More sports facilities (football pitches, tennis courts)	3.4%	44	2.8%	5	2.6%	6	6.7%	12	4.2%	4	3.8%	4	4.1%	2	5.7%	4	0.6%	0	1.6%	2	0.0%	0	4.0%	5
Museum / art galleries	1.3%	17	3.0%	6	0.3%	1	5.1%	9	0.7%	1	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor play areas / park facilities	4.9%	64	7.4%	14	2.6%	6	7.9%	14	5.8%	6	10.7%	10	1.4%	1	7.2%	4	2.4%	1	4.4%	7	0.0%	0	0.5%	1
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.3%	17	0.7%	1	0.0%	0	6.7%	12	0.7%	1	1.7%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1
Swimming pool	8.7%	114	9.0%	17	4.1%	10	18.2%	32	4.0%	4	12.4%	12	29.9%	16	6.6%	4	0.6%	0	5.1%	8	9.0%	6	3.6%	4
Theatre	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1
Other	1.9%	25		4	0.8%	2	0.0%	0	1.3%	1	7.4%	7	6.3%	3	3.5%	2	2.9%	1	1.2%	2	0.6%	0	1.2%	1
Bingo	0.2%	2		0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0		0	0.0%	0	0.0%	0	0.0%	0
Bowls	0.2%	3		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
Live music venue	0.7%	9		6		2	0.4%	1	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0
More facilties / activities for older generation	0.3%	4	0.070	0		1	0.0%	0	0.0%	0	2.5%	2		1	0.0%	0	0.070	0	0.0%	0		0	0.0%	0
Youth clubs	0.3%	_ 3		0		0	0.3%	1	1.1%	1	0.7%	1	0.6%	0		0		0	0.0%	0		0	0.0%	0
(None)	58.0%	757			61.3%	145		63	66.8%		49.7%	47	39.3%		60.4%		75.8%	37	59.6%		66.2%	47		82
(Don't know)	11.0%	143	9.0%	17	12.3%	29	4.7%	8	10.7%	11	8.5%	8	18.0%	10	14.0%	9	5.1%	3	11.7%	18	19.3%	14	14.9%	17
Weighted base:		1306	i	191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
GEN Gender of respond	ent.																							
Male	30.9%		31.5%	60			31.2%	55	26.0%	27	34.9%	33			40.9%	25		14	25.2%	38		22		39
Female	69.1%	903	68.5%	131	70.2%	166	68.8%	120	74.0%	76	65.1%	62	63.6%	34	59.1%	36	71.8%	35	74.8%	114	69.8%	50	66.5%	78
Weighted base:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104

											_ `	- '												
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
AGE Could I ask, hov	w old are yo	u?																						
18 – 24 years	5.4%	71		19		4	6.9%	12			3.7%	3		7		4	0.0%	0	7.2%	11		3	6.7%	8
25 – 34 years	15.9%	208			16.1%	38			14.0%		22.4%	21			20.7%		14.6%	7			18.3%		16.4%	19
35 – 44 years	20.5%		22.6%		24.7%		16.4%		22.9%		16.0%	15			18.5%		13.0%	6			14.3%		27.5%	32
45 – 54 years 55 – 64 years	18.1% 15.1%		17.2% 19.3%		26.0% 10.0%		18.0% 12.2%		19.4% 19.0%		12.6% 14.0%		15.0% 25.5%		17.2% 15.9%		7.9% 31.6%		13.7% 13.8%		19.7% 18.7%	13	18.2% 7.9%	21 9
65+ years	22.4%				20.8%	49			21.6%		27.3%		31.4%		18.2%		29.7%	15	23.6%		21.2%		21.5%	25
(Refused)	2.6%	34		3		1		7		3	4.0%	4		1		2		2	4.9%	7		3		2
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
•																								
ADU How many adul	ts, including	g your	selt, liv	e in y	our hou	sehol	d (16 ye	ears ai	nd abov	e)?														
One	18.5%		23.5%		18.4%	43	13.9%		27.5%		25.9%	25	17.6%		13.8%	8	19.2%	9			10.1%		14.7%	17
Two	55.3%		54.2%		57.8%		58.1%		55.1%		47.9%	46			67.0%		56.8%	28			58.4%		50.1%	59
Three	15.1%	197			16.0%		15.3%	27			13.8%	13		11			15.3%	8	17.3%		19.1%		16.4%	19
Four or more	8.1%	106 38		13 3		18		17 5	6.3%	7		8		6 1	8.2% 1.8%	5 1	4.8% 3.9%	2 2	9.5% 3.0%	14 5			10.0% 8.7%	12 10
(Refused)	2.9%				0.5%	1	3.1%		2.8%		4.0%	4	1.7%		1.8%		3.9%		3.0%		5.3%	4	8.7%	
Weighted base:		1306		191		237 201		175 150		103 100		95 100		54 100		61 100		49		152 100		72 100		117 104
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104
CHI How many child	dren aged u	nder 1	6 years	old a	re there	living	j in you	r hous	sehold?															
None	65.0%	849	61.9%	118	59.3%	140	62.3%	109	62.9%		66.1%	63	79.0%	43	62.6%	38	82.5%	41	68.1%	103	75.8%	54	63.7%	75
One	15.0%		19.2%		21.3%		11.8%		19.6%		13.6%	13			17.6%	11		3	12.3%	19			11.0%	13
Two	13.1%		11.7%		13.2%		18.6%		11.7%		16.3%	15			12.8%	8		4	8.3%	13			16.6%	19
Three	3.2%	42		11		8		5		1	0.0%	0		0		3		0	8.9%	13		0		0
Four or more (Refused)	0.8% 2.9%	10 38		0		5 1	1.3% 3.1%	2 5	2.1% 2.8%	2 3	0.0% 4.0%	0 4	0.0% 1.7%	0	0.0% 1.8%	0	0.0% 3.9%	0 2	0.0% 2.5%	0 4	0.0% 5.3%	0 4	0.0% 8.7%	0 10
	2.7/0				0.570		3.1 /0		2.070		4.070		1.770	_	1.070	_	3.770		2.5 /0		3.370		0.770	
Weighted base: Sample:		1306 1305		191 150		237 201		175 150		103 100		95 100		54 100		61 100		49 100		152 100		72 100		117 104
Sample.		1303		130		201		130		100		100		100		100		100		100		100		104
CAR How many cars	does your	house	hold ow	n or l	have the	e use	of?																	
None	13.6%	177	27.7%	53	6.5%	15	14.4%	25	20.1%	21	20.0%	19	20.8%	11	7.7%	5	10.2%	5	9.3%	14	4.7%	3	5.0%	6
One	39.6%		41.4%		49.9%		34.9%		42.5%		47.2%	45	49.1%	26	35.6%		40.1%	20			22.7%		30.8%	36
Two	33.5%		21.4%		34.4%		35.2%		27.6%		27.1%	26			46.6%		38.5%	19			49.8%		43.2%	51
Three or more	10.5%			15		21		22		7	2.7%	3		5		5		4	19.2%		17.6%		13.2%	16
(Refused)	2.8%	37	1.7%	3	0.5%	1	3.1%	5	3.3%	3	3.0%	3	1.7%	1	1.8%	1	3.9%	2	2.5%	4	5.3%	4	7.7%	9
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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Part-time		Total		Zone	Zone 1 Zone		e 2 Zone 3		3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone	11
Part-time																									
Retired - private company 14.2% 146 9.8% 15 13.2% 25 14.4% 20 12.3% 10 14.9% 10 16.2% 6 11.0% 6 28.3% 11 14.2% 17 23.0% 13 13.6% 12 25.0% 15 13.6% 12 25.0% 15 13.6% 13.6% 15 13.6% 13.6% 15 13.6% 15 13.6% 15 13.6% 15 13.6% 15 13.6%	Full-time	69.5%	713	59.6%	88	79.4%	153	69.7%	96	67.0%	56	65.3%	46	60.0%	24	82.2%	42	57.4%	22	69.5%	83	67.5%	38	73.4%	66
Description Color	Part-time	10.4%	107	13.6%	20	6.6%	13	7.5%	10	13.0%	11	10.9%	8	17.8%	7	4.3%	2	11.3%	4	16.4%	20	5.5%	3	9.8%	9
Unemployed	Retired - private company pension	14.2%	146	9.8%	15	13.2%	25	14.4%	20	12.3%	10	14.9%	10	16.2%	6	11.0%			11	14.2%	17	23.0%	13	13.6%	12
Disabled / long term sick 1.3% 14 3.8% 6 0.0% 0 2.5% 3 2.6% 2 0.0% 0 3.3% 1 2.4% 1 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
Housewife / househusband 0.4% 4 0.0% 0 0.0% 0 1.6% 2 2.6% 2 0.0% 0 0.0%	Unemployed	3.1%	32	9.5%	14	0.4%	1	3.8%	5	2.6%	2	6.0%	4	2.7%	1	0.0%	0	3.0%	1	0.0%	0	1.4%	1	3.2%	3
(Refused) 1.0% 11 3.7% 5 0.4% 1 0.5% 1 0.0% 0 2.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 1 0.0% 0 0.0%	Disabled / long term sick	1.3%	14	3.8%	6	0.0%	0	2.5%	3	2.6%	2	0.0%	0	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: 1026 148 192 137 83 71 39 51 39 119 57 96 Sample: 901 103 149 107 71 60 60 60 69 71 65 71 75 96 Sample: 901 103 149 107 71 60 60 60 69 71 65 71 75 96 Sample: 901 103 149 107 71 60 60 60 69 71 65 71 75 96 Sample: 901 100 100 100 100 100 100 100 100 100	Housewife / househusband	0.4%	4	0.0%	0	0.0%	0	1.6%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HOM Do you own your own home Yes 76.9% 104 61.7% 118 88.2% 209 69.2% 121 75.2% 78 71.2% 68 74.9% 40 85.3% 52 76.6% 38 82.2% 125 81.3% 58 83.4% 98 80 19.0% 248 34.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 58 58 58 58 58 58 58 5	(Refused)	1.0%	11	3.7%	5	0.4%	1	0.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
HOM Do you own your own home Yes 76.9% 104 61.7% 118 88.2% 209 69.2% 121 75.2% 78 71.2% 68 74.9% 40 85.3% 52 76.6% 38 82.2% 125 81.3% 58 83.4% 98 80 19.0% 248 34.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 58 58 58 58 58 58 58 5	Weighted base:		1026		148		192		137		83		71		39		51		39		119		57		90
HOM Do you own your own home? Yes 76.9% 10.04 61.7% 118 88.2% 209 69.2% 121 75.2% 78 71.2% 68 74.9% 40 85.3% 52 76.6% 38 82.2% 125 81.3% 58 83.4% 98 78.0 19.0% 24 834.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 59 7	2																								75
Yes 76.9% 1004 61.7% 118 88.2% 209 69.2% 121 75.2% 78 71.2% 68 74.9% 40 85.3% 52 76.6% 38 82.2% 125 81.3% 58 83.4% 98 No 19.0% 248 34.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 5 (Refused) 4.1% 54 4.1% 8 1.7% 4 4.8% 8 3.9% 4 4.0% 4 1.7% 1 1.8% 1 3.9% 2 4.6% 7 6.4% 5 8.7% 10 Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 117 Sample: 1305 150 201 150 100 100 100 100 100 100 100 100 1	Sumpre.		, 01		100		• .,		10,		, -		00		00		0,		, 1		00		, -		, 0
No 19.0% 248 34.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 5 (Refused) 4.1% 54 4.1% 8 1.7% 4 4.8% 8 3.9% 14 4.0% 4 1.7% 1 1.8% 1 3.9% 2 4.6% 7 6.4% 5 8.7% 10 Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 1175 1070 100 100 100 100 100 100 100 100 10	HOM Do you own your o	wn hom	e?																						
No 19.0% 248 34.2% 65 10.1% 24 26.0% 45 20.9% 22 24.8% 24 23.4% 13 12.9% 8 19.4% 10 13.1% 20 12.3% 9 7.9% 5 (Refused) 4.1% 54 4.1% 8 1.7% 4 4.8% 8 3.9% 14 4.0% 4 1.7% 1 1.8% 1 3.9% 2 4.6% 7 6.4% 5 8.7% 10 Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 1175 1070 100 100 100 100 100 100 100 100 10	Yes	76.9%	1004	61.7%	118	88.2%	209	69.2%	121	75.2%	78	71.2%	68	74.9%	40	85.3%	52	76.6%	38	82.2%	125	81.3%	58	83.4%	98
(Refused) 4.1% 54 4.1% 8 1.7% 4 4.8% 8 3.9% 4 4.0% 4 1.7% 1 1.8% 1 3.9% 2 4.6% 7 6.4% 5 8.7% 10 104	No	19.0%	248	34.2%	65	10.1%	24	26.0%	45	20.9%			24	23.4%	13	12.9%			10	13.1%	20	12.3%			9
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? White 93.4% 1220 92.7% 177 96.9% 229 89.0% 155 97.7% 101 91.5% 87 90.0% 49 97.2% 60 96.1% 47 93.0% 141 92.1% 66 92.3% 108 Indian 0.0% 0 0	(Refused)		54			1.7%	4																5		10
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? White 93.4% 1220 92.7% 177 96.9% 229 89.0% 155 97.7% 101 91.5% 87 90.0% 49 97.2% 60 96.1% 47 93.0% 141 92.1% 66 92.3% 108 Indian 0.0% 0 0	Weighted base:		1306		101		237		175		103		95		5/1		61		40		152		72		117
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? White 93.4% 1220 92.7% 177 96.9% 229 89.0% 155 97.7% 101 91.5% 87 90.0% 49 97.2% 60 96.1% 47 93.0% 141 92.1% 66 92.3% 108 Indian 0.0% 0 0																									104
White 93.4% 1220 92.7% 177 96.9% 229 89.0% 155 97.7% 101 91.5% 87 90.0% 49 97.2% 60 96.1% 47 93.0% 141 92.1% 66 92.3% 108 Indian 0.0% 0	Sumple.		1303		150		201		150		100		100		100		100		100		100		100		104
Indian 0.0% 0 0.	ETH To ensure we get a	represe	ntativ	e sampl	le can	I please	e ask	what yo	u con	sider yo	our et	hnicity	to be?	?											
Indian 0.0% 0 0.	White	93.4%	1220	92.7%	177	96.9%	229	89.0%	155	97.7%	101	91.5%	87	90.0%	49	97.2%	60	96.1%	47	93.0%	141	92.1%	66	92.3%	108
Bangladeshi 0.3% 4 0.0% 0 0.0%	Indian	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian 0.5% 6 2.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0%	Pakistani	0.9%	12	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean 0.0% 0	Bangladeshi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African 0.1% 1 0.0% 0 0.6% 1 0.0% 0 0.	Other Asian	0.5%	6	2.4%	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	2.0%	1	0.0%	0
Other Black 0.2% 3 0.0% 0 0.0%	Black Caribbean	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
Chinese 0.4% 5 0.0% 0 0.0% 0 2.8% 5 0.0% 0 0	Black African	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race 0.3% 3 0.4% 1 1.0% 2 0.0% 0 0.0%	Other Black	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	2.0%	3	0.0%	0	0.0%	0
Other Ethnic Group 0.0% 0 0.0%	Chinese	0.4%	5	0.0%	0	0.0%	0	2.8%	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
(Refused) 3.9% 51 4.5% 9 1.5% 4 4.1% 7 2.3% 2 4.1% 4 1.1% 1 2.8% 2 3.9% 2 5.1% 8 5.9% 4 7.7% 9 Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 117	Mixed Race	0.3%	3	0.4%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: 1306 191 237 175 103 95 54 61 49 152 72 117	Other Ethnic Group		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0
	(Refused)	3.9%	51	4.5%	9	1.5%	4	4.1%	7	2.3%	2	4.1%	4	1.1%	1	2.8%	2	3.9%	2	5.1%	8	5.9%	4	7.7%	9
	Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample: 1902 190 701 190 100 100 100 100 100 100 100 100 1	Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

By Zone
Weighted:

Stoke on Trent Household Survey For WYG

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
QUOTA Zone																								
QUOTA ZUITE																								
Zone 1	14.6%	191	100.0%	191	0.0%	0	0.0%	0	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	18.1%	237	0.0%	0	100.0%	237	0.0%	0	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	13.4%	175	0.0%	0	0.0%	0	100.0%	175	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	7.9%	103	0.0%	0	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.3%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	4.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	3.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0	0.0%	0
Zone 9	11.6%	152	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%	152	0.0%	0	0.0%	0
Zone 10	5.5%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0
Zone 11	9.0%	117	0.0%	0	0.0%	0	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%	117
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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Weighted:											For	r W	YYG												July 2013
	Total		Zone	1	Zone	2	Zone	3	Zone 4	4	Zone 5	5	Zone	6	Zone 7	'	Zone 8	8	Zone 9)	Zone 1	10	Zone 1	11	
PC Postcode Sector																									
CW3 9	0.9%	12	0.0%	0	5.2%	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	
CW121	0.7%	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	7.9%	9	
CW122	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	11	
CW123	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	27.8%	33	
CW124	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	21	
ST1 2	0.9%	12	6.2%	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	
ST1 3	1.2%	16	8.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST1 4	0.8%	10	5.3%	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	
ST1 5	0.7%	9	4.6%	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	
ST1 6	2.3%	30	15.8%	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	0.0%	0	
ST2 0	1.9%	25	13.1%	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	0.0%	0	0.0%	0	
ST2 7	1.4%	18	9.3%	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	
ST2 8	1.6%	21	10.8%	21	0.0%	0	0.0%	0	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%	15	7.8%	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	
ST3 1	1.2%	15	0.0%	0	0.0%	0	8.6%	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	
ST3 2	1.7%	22	0.0%	0	0.0%	0	12.5%	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	
ST3 3	1.5%	20	0.0%	0	0.0%	0	11.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST3 4	2.2%	29	0.0%	0	0.0%	0	16.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST3 5	2.0%	26	0.0%	0	0.0%	0	14.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST3 6	1.1%	15	0.0%	0	0.0%	0	8.6%	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	
ST3 7	1.8%	23	0.0%	0	0.0%	0	13.3%	23	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 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST4 2	1.4%	18	9.3%	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	
ST4 3	1.4%	18	9.7%	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	
ST4 4	1.3%	17	0.0%	0	0.0%	0	0.0%	0		17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST4 5	1.7%	22	0.0%	0	0.0%	0	0.0%		21.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST4 6	1.4%	18	0.0%	0	0.0%	0	0.0%		17.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST4 7	1.4%	18	0.0%	0	0.0%	0	0.0%		17.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST4 8	1.8%	24	0.0%	0	0.0%	0	0.0%	0	23.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST5 0	1.9%	24	0.0%	0	10.3%	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	
ST5 1	1.0%	13	0.0%	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	
ST5 2	1.4%	18	0.0%	0		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	
ST5 3	2.0%	27	0.0%		11.3%	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	
ST5 4	1.4%	18	0.0%	0	7.7%	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	
ST5 5	0.5%	6	0.0%	0	2.6%	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	
ST5 6	1.7%	22	0.0%	0		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	
ST5 7	2.3%	31	0.0%		13.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST5 8	2.0%	26	0.0%		11.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST5 9	1.9%	25	0.0%		10.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST6 1	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%		17.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST6 2	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%		17.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ST6 3	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	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	
ST6 4	0.8%	10	0.0%	-	0.0%	-	0.0%	0	0.0%		10.4%	10	0.0%	0	0.0%	-	0.0%	0	0.0%	-	0.0%	-	0.0%		
ST6 5	2.2%	28	0.0%	0	0.0%	0	0.0%	-	0.0%	0	0.0%	0	52.2%	28	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	
ST6 6	2.0%	26	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	47.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	

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	Total		l Zone 1		Zone 2		Zone 3		Zone 4		Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	10	Zone	11
ST6 7	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 8	2.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 1	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 2	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%	0	0.0%	0	0.0%	0	23.1%	27
ST7 3	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	16
ST7 4	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 8	1.1%	15	0.0%	0	6.3%	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
ST8 6	2.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.6%	26	0.0%	0	0.0%	0	0.0%	0
ST8 7	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.4%	23	0.0%	0	0.0%	0	0.0%	0
ST9 0	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	11.0%	17	0.0%	0	0.0%	0
ST9 9	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	7.7%	12	0.0%	0	0.0%	0
ST101	1.9%	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	15.9%	24	0.0%	0	0.0%	0
ST102	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11	0.0%	0	0.0%	0
ST103	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
ST104	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	9.9%	15	0.0%	0	0.0%	0
ST119	1.9%	24	0.0%	0	0.0%	0	13.9%	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
ST129	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	9.0%	6	0.0%	0
ST135	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%	0	15.4%	23	0.0%	0	0.0%	0
ST136	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	11.8%	18	0.0%	0	0.0%	0
ST137	0.8%	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	7.2%	11	0.0%	0	0.0%	0
ST138	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	10.2%	15	0.0%	0	0.0%	0
ST150	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	23	0.0%	0
ST158	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	39.7%	28	0.0%	0
ST216	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	19.5%	14	0.0%	0
Weighted base:		1306		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104