



Appendix 1: NEMS Telephone Household Survey

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												
Q01 Where did you last go to undertake your main food and grocery shopping?																								
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	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.3%	4	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
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

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												
Stoke-on-Trent																								
Tesco Extra, Clough Street, Stoke-on-Trent	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
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
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	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	0.0%	0	0.0%	0	0.0%	0
Berry 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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 Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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
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
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	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
Co-operative Food, The Moss, Madeley	0.1%	1	0.0%	0	0.3%	1	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
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
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
Co-operative Food, The Parade, Silverdale	0.1%	1	0.0%	0	0.3%	1	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	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

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
Makro, Parkhouse Industrial, Newcastle-under-Lyme	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	3.5%	45	0.0%	0	13.3%	32	3.5%	6	6.4%	7	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	5.3%	70	0.7%	1	22.8%	54	0.3%	1	4.9%	5	0.0%	0
Nisa, Paris Avenue, Newcastle-under-Lyme	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	3.7%	49	0.0%	0	19.6%	46	0.0%	0	1.1%	1	0.6%	0
Tesco Express, Church Street, Audley	0.1%	1	0.0%	0	0.3%	1	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
Local Shops, Baldwin's Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bignall End	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
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Keele	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
Local Shops, Madeley	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	0.0%	0	0.0%	0	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
Local Shops, Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Woore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Aldi, Whittle Road, Meir Retail Park, Meir	2.1%	27	3.7%	7	0.0%	0	10.8%	19	0.0%	0	0.0%	0
Co-operative Food, Finstock Avenue, Blurton	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
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
Co-operative Food, Belgrave Road, Longton	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%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Co-operative Food, Wimborne Avenue, Newstead	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Farmfoods, Edensor Road,	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Iceland, Bennett Precinct, Longton	0.5%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	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
Tesco Extra, Longton Retail Park, Baths Road, Longton	5.5%	72	11.1%	21	0.0%	0	23.1%	40	4.6%	5	0.0%	0
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
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
Local Shops, Caverswall	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
Local Shops, Longton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Blurton - Blurton Road Local Centre	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
Blurton - Nashe Drive Local Centre	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
Dresden - Carlisle Street Local Centre	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
Hollybush - Blurton Road Local Centre	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
Meir Hay - Amison Street Local Centre	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
Normacot - Uttoxeter Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford Hill - Heathcote Street Local Centre	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

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
Weston Coyney - New Kingsway Local Centre	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
Zone 4												
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
Aldi, Stanley Matthews Way, Trentham	0.8%	10	0.0%	0	0.0%	0	5.0%	9	1.3%	1	0.0%	0
Co-operative Food, Mayne Street, Hanford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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
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
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
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
Lidl, Boothen Park, Stoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Minton House, London Road, Stoke Town Centre	2.4%	31	0.8%	2	0.9%	2	0.3%	1	25.2%	26	0.0%	0
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
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
Local Shops, Stoke Town Centre	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
Hanford - Mayne Street Local Centre	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
Hartshill - Hartshill Road Local Centre	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
Penkhull - Manor Court Road Local Centre	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

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
Centre												
Trentham - Werburgh Drive Local Centre	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
West End - London Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5												
Aldi, Brownhills Road, Tunstall	1.4%	18	0.0%	0	3.0%	7	0.0%	0	1.1%	1	4.9%	5
Asda (former Netto), Scotia Road, Tunstall	3.7%	48	2.7%	5	2.3%	5	0.0%	0	0.0%	0	11.5%	11
Co-operative Food, Newcastle Street, Burslem	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
Co-operative Food, High Lane, Tunstall	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
Heron Foods, Ford Green Road, Smallthorne	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
Local Shops, Burslem Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Bank Top - High Lane Local Centre	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
Cobridge - Waterloo Road Local Centre	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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6												
Asda Superstore, Scotia Road, Tunstall (opposite	2.8%	36	2.0%	4	0.3%	1	0.0%	0	0.0%	0	13.9%	13

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												
Matalan / Next)																								
Lidl, High Street, Tunstall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Biddulph Road, Great Chell	0.1%	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
Local Shops, 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	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
Zone 7																								
Aldi, Liverpool Road, Kidsgrove	0.9%	12	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	1.1%	1
Co-operative Food, Cedar Avenue, Kidsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	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	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	32.4%	20	1.2%	1	0.0%	0	0.0%	0	8.0%	9
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, Silverstone Crescent (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
Zone 8																								
Sainsbury's, Wharf Road, Biddulph	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	1.8%	1	1.0%	1	40.7%	20	0.0%	0	0.0%	0	0.5%	1
Local Shops, Biddulph 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	0.6%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Local Shops, Brown Lees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
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), Ashbourne Road, Cheadle	0.2%	2	0.0%	0	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
Asda (former Netto), Springfield Road, Leek	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
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, Abbots 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	0.1%	1	0.0%	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, Portland	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	2.3%	3	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Co-operative Food, Washerwall Lane, Werrington	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
Iceland, Tape Street, Cheadle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Morrisons, Well Street, Cheadle	1.6%	21	0.0%	0	0.0%	0	0.3%	1	0.0%	0	13.2%	20
Morrisons, Newcastle Road, Leek	3.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Sainsbury's, Churnet Way, Leek	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local Shops, Cheadle Town Centre	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
Local Shops, Ipstones	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	1.0%	1
Local Shops, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10												
Aldi, Stafford Road, Stone	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Co-operative Food, High Street, Stone	0.1%	2	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
Morrisons, Church/Mill Street, Stone	2.8%	37	0.4%	1	0.3%	1	0.8%	1	0.0%	0	1.1%	2
Local Shops, Barlaston	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	0.6%	0
Local Shops, Sandyford	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
Zone 11												
Aldi, Holmes Chapel Road, West Heath, Congleton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mountbatten Way,	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2

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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												
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
Tesco 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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 - Cheshire East																								
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
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

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								
Asda Superstore, Victoria Centre, Crewe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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						
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						
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						
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						
Morrisons, Dunwoody Way, Crewe	0.2%	3	0.0%	0	0.6%	1	0.4%	1	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						
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						
Tesco Superstore, Hibel Road, Macclesfield	0.1%	1	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						
Waitrose, Flat Lane, Sandbach	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.6%	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						
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						
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						
Outside the Study Area - Chester West & Chester																				
Asda Superstore, The Drummer, Winsford	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						
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						
Local Shops, Ashbourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire																				
Tesco Superstore, Brookside	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	5.2%	4	0.0%	0	0.0%	0

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
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
Local Shops, Uttoxeter Town Centre	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
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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	0.6%	1	0.0%	0	0.0%	0	1.1%	1
Local Shops, Market Drayton Town Centre	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	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Lidl, Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's, Chell Road, Stafford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tesco Extra, Newport Road, Stafford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Local Shops, Stafford Town Centre	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
Waitrose, Audley Road, Newport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Local Shops, Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Telford Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Centre												
Others												
Other - Outside Study Area	0.1%	2	0.0%	0	0.3%	1	0.0%	0	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
(Don't know / can't remember)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
(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
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

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

Asked to those who shop via 'internet / delivery' at Q01

Asda	35.6%	14	50.0%	1	20.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	7	0.0%	0	55.0%	6
Morrisons	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	8.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	99.9%	1	0.0%	0	0.0%	0	5.9%	1
Tesco	48.8%	19	0.0%	0	79.3%	3	100.0%	5	0.0%	0	0.0%	0	100.1%	0	0.0%	0	43.8%	6	0.0%	0	39.2%	4
Ocado	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	100.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0
Weighted base:	38	1	4	5	0	1	1	0	1	15	1	10										
Sample:	22	2	3	3	0	1	1	1	2	4	1	4										

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												
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																								
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%	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	3.1%	2	5.0%	2	2.8%	4	6.9%	5	3.9%	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 financial services	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
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	5.0%	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

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												
Good offers / special promotions	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
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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Someone takes me there (Don't know / no reason in particular)	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		

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED 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	0.7%	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
(Don't know)	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
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		

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: [£]												
Q05 How much on average does your household normally spend on main food shopping in a week?												
£1 - £5	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
£11 - £15	0.6%	8	0.0%	0	0.3%	1	1.1%	2	1.0%	1	1.2%	1
£16 - £20	2.6%	34	1.2%	2	2.0%	5	1.7%	3	5.5%	6	5.7%	5
£21 - £25	3.2%	42	5.4%	10	2.5%	6	1.7%	3	1.3%	1	7.2%	7
£26 - £30	4.3%	56	4.1%	8	0.8%	2	4.0%	7	6.1%	6	8.5%	8
£31 - £35	2.8%	37	5.1%	10	2.8%	7	2.8%	5	3.5%	4	0.0%	0
£36 - £40	7.6%	99	12.2%	23	11.2%	27	6.0%	11	3.4%	3	12.2%	12
£41 - £45	3.0%	39	3.8%	7	1.8%	4	1.2%	2	1.1%	1	1.9%	2
£46 - £50	9.4%	122	12.4%	24	4.8%	11	13.3%	23	3.5%	4	10.6%	10
£51 - £55	2.1%	28	2.2%	4	0.9%	2	5.1%	9	0.0%	0	1.7%	2
£56 - £60	7.2%	94	4.1%	8	7.9%	19	4.8%	8	10.1%	10	5.6%	5
£61 - £65	3.5%	45	1.2%	2	7.9%	19	5.9%	10	1.7%	2	1.1%	1
£66 - £70	6.1%	80	5.1%	10	5.6%	13	7.4%	13	12.3%	13	2.8%	3
£71 - £75	1.5%	20	2.5%	5	1.9%	5	2.4%	4	0.6%	1	1.2%	1
£76 - £80	6.9%	90	4.5%	9	4.8%	11	3.5%	6	19.3%	20	5.6%	5
£81 - £85	1.7%	23	2.2%	4	2.2%	5	3.6%	6	0.0%	0	0.0%	0
£86 - £90	3.5%	45	2.8%	5	1.3%	3	3.1%	5	1.3%	1	3.7%	4
£91 - £95	0.5%	6	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0
£96 - £100	11.6%	152	5.7%	11	17.1%	40	14.8%	26	6.8%	7	13.3%	13
£101 - £120	4.8%	62	6.7%	13	8.5%	20	0.4%	1	4.7%	5	0.0%	0
£121 - £140	2.5%	33	4.0%	8	1.9%	5	3.4%	6	1.4%	1	7.1%	7
£141 - £160	3.1%	40	2.4%	5	3.8%	9	0.8%	1	5.6%	6	0.0%	0
£161 - £180	0.4%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1
£181 - £200	0.4%	5	0.0%	0	0.6%	1	0.4%	1	0.0%	0	0.0%	0
£201 - £250	0.1%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
£251+	0.5%	6	0.0%	0	2.3%	5	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	8.2%	108	11.4%	22	4.0%	9	10.8%	19	7.1%	7	7.1%	7
(Refused)	1.3%	17	0.7%	1	0.6%	1	0.6%	1	0.0%	0	2.2%	2
<i>Mean:</i>	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

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
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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?)

Daily	0.9%	12	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.5%	1	3.2%	2	0.0%	0	1.2%	1	3.1%	5	1.2%	1	1.4%	2
At least two times a week	9.6%	125	7.8%	15	11.2%	27	10.2%	18	12.0%	12	8.7%	8	9.5%	5	13.7%	8	12.2%	6	8.5%	13	3.9%	3	8.1%	10
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
At least once a month	3.8%	50	4.8%	9	3.5%	8	1.5%	3	8.5%	9	0.7%	1	3.2%	2	6.9%	4	7.3%	4	2.5%	4	3.7%	3	3.9%	5
At least every two months	0.2%	3	0.0%	0	0.3%	1	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 (Don't know / varies)	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
	2.4%	32	0.8%	2	1.1%	3	5.1%	9	3.4%	4	5.4%	5	5.0%	3	1.9%	1	2.4%	1	2.8%	4	1.1%	1	0.0%	0
Mean:		1.06		0.98		1.02		1.10		1.07		1.03		1.20		1.03		1.09		1.20		1.01		1.06
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

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)	68.8%	872	57.4%	109	74.4%	173	68.1%	116	57.0%	59	58.0%	55	54.8%	29	81.0%	49	79.8%	39	76.6%	105	86.6%	61	72.3%	77
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
Bus, minibus or coach	5.2%	66	5.1%	10	2.7%	6	9.8%	17	6.9%	7	6.4%	6	14.3%	8	3.6%	2	3.6%	2	3.6%	5	2.4%	2	2.2%	2
Motorecycle, 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
Walk	6.8%	86	5.5%	10	6.9%	16	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
Taxi	1.2%	15	3.2%	6	0.3%	1	0.8%	1	0.0%	0	6.1%	6	0.6%	0	1.1%	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
Bicycle	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
Mobility scooter / disability vehicle	0.1%	2	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	0.6%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.6%	7	0.7%	1	0.0%	0	0.4%	1	4.2%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1267		190		233		170		103		95		53		61		49		137		71		107
Sample:		1283		148		198		147		100		99		99		99		98		96		99		100

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												
Meanscore: [Number of minutes]																								
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?																								
<i>Not asked to those who shop via 'internet / delivery' at Q01</i>																								
1 - 5 minutes	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
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
21 - 30 minutes	2.1%	26	1.6%	3	1.1%	3	0.7%	1	0.0%	0	2.7%	3	3.3%	2	1.1%	1	4.3%	2	1.2%	2	11.3%	8	2.3%	2
31 - 40 minutes	0.8%	11	0.4%	1	0.3%	1	3.1%	5	2.1%	2	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
41 - 50 minutes	0.2%	3	0.4%	1	0.3%	1	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%	1
51 - 60 minutes	0.3%	4	0.0%	0	0.6%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0
61+ minutes	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	18	3.3%	6	1.1%	3	0.4%	1	0.0%	0	0.6%	1	6.4%	3	0.5%	0	3.5%	2	0.0%	0	0.0%	0	2.3%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.1		10.4		9.1		9.2		9.9		11.0		11.7		9.3		12.7		10.4		11.2		9.7
Weighted base:		1267		190		233		170		103		95		53		61		49		137		71		107
Sample:		1283		148		198		147		100		99		99		99		98		96		99		100
Q09 When do you do your main food shopping?																								
Weekdays during the day	42.9%	561	52.0%	99	40.4%	96	47.3%	83	43.7%	45	44.2%	42	50.3%	27	32.8%	20	53.0%	26	32.3%	49	41.9%	30	37.2%	44
Weekdays during the evening	14.0%	183	8.7%	17	15.9%	38	13.1%	23	11.7%	12	16.2%	15	12.1%	7	23.0%	14	6.4%	3	15.2%	23	25.0%	18	11.7%	14
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
Sunday	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%	1	10.9%	17	0.0%	0	8.2%	10
(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
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

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												
Q10 When you go main food shopping is your trip linked with any other activity?																								
<i>Not asked to those who shop via 'internet / delivery' at Q01</i>																								
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	2.3%	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	0.0%	0
Yes – 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
Yes – 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
Yes – 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
Yes – 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
Yes – 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
Yes – 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
No 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
Yes - 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
(Don'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
Weighted base:	1267	190	233	170	103	95	53	61	49	137	71	107												
Sample:	1283	148	198	147	100	99	99	99	98	96	99	100												

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
Q11 Where do you do this linked trip?												
<i>Those who said 'Yes' to 'Non-food', 'Other food' or 'Financial institutions' at Q10</i>												
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
Aldi, Leek New Road, Norton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
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
Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
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												
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												
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%	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	0.7%	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%	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	0.0%	0	0.0%	0	0.0%	0
Berry 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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 Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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
Shelton - Stoke Road Local Centre	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
Berryhill Trading Estate, Fenton	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
Victoria Road Retail Park, Fenton	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
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
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
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
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
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
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	1
Co-operative Food, Church Street, Audley	0.3%	1	0.0%	0	2.4%	1	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London	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
Road, Chesterton	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
Co-operative Food, The Moss, Madeley	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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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
Local Shops, Clayton	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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

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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
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wolstanton	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
Roebuck Centre, Newcastle-under-Lyme	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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
Centre, Longton												
Iceland, Bennett Precinct, Longton	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
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
Tesco 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
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
Local Shops, Blythe Bridge	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	10.3%	21	6.0%	2	0.0%	0	46.2%	13	26.7%	5	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
Local Shops, Meir - Sutherland Road	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
Blurton - Blurton Road Local Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	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
Blurton - Nashe Drive Local Centre	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
Dresden - Carlisle Street Local Centre	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
Hollybush - Blurton Road Local Centre	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
Meir Hay - Amison Street Local Centre	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
Normacot - Uttoxeter Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Kingsway Local Centre	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
Longton Exchange Shopping Centre, Longton	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
Phoenix Retail Park, Longton	1.1%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	2	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
B&Q, Meir Retail Park, Whittle Road, Meir	0.9%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	3.3%	7	9.0%	3	0.0%	0	0.0%	0	22.7%	4	0.0%	0
Local Shops, Trent Vale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	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
Hanford - Mayne Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Harpfield - Woodberry Close Local Centre	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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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
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
West End - London Road Local Centre	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
Newstead Industrial Estate, Trentham	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
Trentham Garden Centre, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brownhills Road, Tunstall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1
Local Shops, Longport	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
Bradeley - Joyce Avenue Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Cobridge - Waterloo Road Local Centre	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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	1
Lidl, High Street, Tunstall	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	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
Local Shops, Tunstall Town Centre	6.1%	12	9.0%	3	0.0%	0	0.0%	0	44.0%	4	77.7%	5
Chell Heath - Chell Heath Road Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	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
Local Shops, Kidsgrove Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	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, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8												
Sainsbury's, Wharf Road, Biddulph	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	45.0%	3	0.0%	0
Local Shops, Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Staffordshire Moorlands (Zone 8)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9												
Aldi, Haywood Street, Leek	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
Asda (former Netto), Springfield Road, Leek	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
Co-operative Food, Abbots Road, Leek	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
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
Co-operative Food, High Street, Tean	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
Farmfoods, The Smithfield Centre, Leek	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Iceland, Tape Street, Cheadle	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
Morrisons, Newcastle Road, Leek	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Sainsbury's, Churnet Way, Leek	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	14.9%	4
Local Shops, Leek Town Centre	6.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	13
Local Shops, Tean	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2

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Local Shops, Werrington	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
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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	3
Co-operative Food, Stafford Street, Eccleshall	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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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
Local Shops, Eccleshall	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Local Shops, Sandyford	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	49.6%	8
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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
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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Sainsbury's Local, Crewe Road, Alsager	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
Local Shops, Alsager Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.4%
Local Shops, Congleton Town Centre	8.1%	16	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	48.1%
Local Shops, Newbold Astbury	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.7%
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	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%	2.2%
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
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	
Aldi, Station Road, Nantwich	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	
Asda Superstore, Victoria Centre, Crewe	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	
Marks & Spencer, Market Street, Crewe	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	
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	
Morrisons, Dunwoody Way, Crewe	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	
Tesco Extra, Vernon Way, Crewe	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	
Tesco Superstore, Wheelock Street, Middlewich	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	
Local Shops, Crewe Town Centre	2.0%	4	0.0%	0	4.7%	1	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%	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
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
Stadium Retail Park, Crewe	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
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
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
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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Homebase, Old Mill Road, Sandbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Homebase, Waterside Park, Clifton Road, Ashbourne	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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3
Dovefields Retail Park, Uttoxeter	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	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
Outside the Study Area -												

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
Merseyside												
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Local Shops, Wilmslow Town Centre	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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

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
Tesco Extra, Newport Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stafford Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	3
Friary Retail Park, Stafford	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
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	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
B&Q, Lichfield Road, Stafford	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
Wickes, Madford Retail Park, Stafford	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
Waitrose, Audley Road, Newport	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
Local Shops, Telford Town Centre	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
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
Local Shops, Shrewsbury Town Centre	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
Local Shops, Wolverhampton City Centre	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
Others												
Other - Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Abroad	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
(Don't know / can't remember)	2.8%	6	16.4%	5	0.0%	0	2.6%	1	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 up' shopping trips for staple goods, such as bread and milk, in between your main food shopping 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												

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													
Q13 Where did you last go to undertake this 'top-up' shopping?																									
<i>Asked to those who do top up shopping at Q12</i>																									
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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Upper Market Square, City Centre (Hanley)	1.2%	11	3.6%	5	1.3%	2	0.5%	1	0.0%	0	0.8%	1	3.5%	1	0.7%	0	0.0%	0	1.0%	1	0.9%	0	0.0%	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	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	0.0%

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	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%	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	0.3%	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
Baddeley Green - Baddeley Green Lane Local Centre	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
Bentilee - Beverley Drive 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	0.0%	0	0.0%	0
Bentilee - Devonshire Square Local Centre	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
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	0.0%	0	0.0%	0	0.0%	0
Berry Hill - Twigg Street 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
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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Fenton - King Street Local Centre	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	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%	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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Shelton - Stoke Road Local Centre	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%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.9%	8	0.0%	0	3.6%	7	0.0%	0	1.0%	1	0.0%	0
Co-operative Food, Church Street, Audley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Oxford Road, Basford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Hanbridge Avenue, Bradwell	0.6%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
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
Co-operative Food, London Road, Chesterton	0.4%	4	0.0%	0	2.0%	4	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
Co-operative Food, The Moss, Madeley	0.6%	5	0.0%	0	2.8%	5	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
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
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
Co-operative Food, The Parade, Silverdale	0.8%	7	0.0%	0	4.1%	7	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.8%	7	0.0%	0	3.9%	7	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

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Newcastle-under-Lyme Makro, Parkhouse Industrial, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	1.4%	14	0.0%	0	5.3%	10	1.0%	1	3.3%	2	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	1.5%	14	0.0%	0	7.8%	14	0.0%	0	0.0%	0	0.0%	0
Nisa, Paris Avenue, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.4%	23	0.0%	0	9.9%	18	0.0%	0	4.0%	3	0.0%	0
Tesco Express, Church Street, Audley	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Audley	0.1%	1	0.0%	0	0.4%	1	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
Local Shops, Bignall End	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chesterton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clayton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Keele	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Knutton	0.4%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Madeley	0.1%	1	0.0%	0	0.7%	1	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
Local Shops, Silverdale	0.3%	2	0.0%	0	1.3%	2	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
Local Shops, Woore	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	0.3%	3	0.0%	0	0.0%	0	2.3%	3	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	0.6%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0
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

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Farmfoods, Edensor Road, Longton	0.2%	2	0.5%	1	0.0%	0	1.0%	1	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
Iceland, Bennett Precinct, Longton	0.2%	2	0.0%	0	0.0%	0	1.5%	2	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
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
Tesco 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
Tesco Express, Amison Street, Meir Hay, Longton	2.0%	19	4.5%	7	3.0%	5	5.9%	7	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
Local Shops, Forsbrook	0.8%	7	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	0.9%	9	1.4%	2	0.0%	0	5.6%	7	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
Blurton - Blurton Road Local Centre	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
Blurton - Nashe Drive Local Centre	0.8%	7	0.0%	0	0.0%	0	5.9%	7	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
Dresden - Carlisle Street Local Centre	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
Hollybush - Blurton Road Local Centre	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
Meir Hay - Amison Street Local Centre	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
Normacot - Uttoxeter Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford Hill - Heathcote Street Local Centre	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

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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
Weston Coyney - Westonfields Drive Local Centre	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
Aldi, Stanley Matthews Way, Trentham	1.2%	12	0.0%	0	1.7%	3	2.5%	3	6.7%	5	0.0%	0
Co-operative Food, Mayne Street, Hanford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0
Co-operative Food, Hartshill Road, Hartshill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Co-operative Food, Manor Court Street, Penkhull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Heron Foods, Campbell Place, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, Boothan Park, London Road, Stoke Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury'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
Tesco 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
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.7%	6	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0
Local Shops, Stoke Town Centre	0.6%	5	0.6%	1	0.0%	0	1.8%	2	3.5%	2	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
Hanford - Mayne Street Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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
Hartshill - Hartshill Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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
Penkhull - Manor Court Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Trentham - 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
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
Zone 5																								
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	0.5%	4	0.0%	0	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
Local Shops, Burslem Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9	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 Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Smallthorne - Ford Green Road Local Centre	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
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
Zone 6																								
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

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
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 Road, Great Chell	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
Local Shops, Tunstall Town Centre	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
Chell Heath - Chell Heath Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldenhill - High Street Local Centre	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
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
Zone 7																								
Aldi, Liverpool Road, Kidsgrove	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, High Street, Talke	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
Co-operative Food, Whitehill Road, Whitehill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	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
Local Shops, Kidsgrove Town Centre	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
Local Shops, Silverstone Crescent (Packmoor)	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
Zone 8																								
Sainsbury's, Wharf Road, Biddulph	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
Local Shops, Biddulph Town Centre	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
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	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Brown Lees	0.0%	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
Zone 9																								
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), Ashbourne Road, Cheadle	0.4%	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	0.8%	1	0.0%	0	0.0%	0
Asda (former Netto), Springfield Road, 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	12.6%	13	0.0%	0	0.0%	0
Co-operative Food, Tean Road, 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	0.8%	1	0.0%	0	0.0%	0
Co-operative Food, Abbots 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	0.6%	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

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Weighted:

	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, Portland Street North, Leek	0.4%	4	0.0%	0	0.0%	0	0.0%	0	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
Co-operative Food, Washerwall Lane, Werrington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	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	2.5%	3
Iceland, Tape Street, Cheadle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Morrisons, Well Street, Cheadle	0.8%	7	0.0%	0	0.0%	0	0.5%	1	0.0%	0	6.6%	7
Morrisons, Newcastle Road, Leek	1.8%	17	0.0%	0	0.4%	1	0.0%	0	0.0%	0	14.9%	15
Sainsbury's, Churnet Way, Leek	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local Shops, Cheadle Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Local Shops, Cheddleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Local Shops, Ipstones	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Local Shops, Leek Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Local Shops, Tean	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Zone 10												
Aldi, Stafford Road, Stone	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-operative Food, Stafford Street, Eccleshall	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5
Co-operative Food, Eccleshall Road, Walton, Stone	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	9
Co-operative Food, High Street, Stone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
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	1.1%	0
Morrisons, Church/Mill Street, Stone	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	9
Local Shops, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local Shops, Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Local Shops, Stone Town Centre	0.6%	5	0.0%	0	0.4%	1	0.0%	0	0.0%	0	9.8%	4
Zone 11												
Aldi, Holmes Chapel Road, West Heath, Congleton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4

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Aldi, Mountbatten Way, Congleton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Co-operative Food, Lawton Road, Alsager	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16.9%
Co-operative Food, Bromley Road, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
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%	5.7%
Co-operative Food, West Heath Shopping Centre, Sandbach Road, Congleton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.4%
Co-operative Food, Congleton Road, Scholar Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
Farmfoods, Market Street, Congleton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.3%
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%	3.1%
Morrisons, Bridestone Shopping Centre, Congleton	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.3%
Sainsbury's Local, Crewe Road, Alsager	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.1%
Tesco Superstore, Barn Road, Congleton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.2%
Local Shops, Alsager Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	4.8%
Local Shops, Astbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Local Shops, Congleton Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.4%
Local Shops, Rode Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Other, Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Outside the Study Area - Cheshire East												
Aldi, Stadium Retail Park, Crewe	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%
Aldi, Station Road, Nantwich	0.1%	1	0.0%	0	0.4%	1	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%	0.8%

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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
Sandbach												
Asda Superstore, Victoria Centre, Crewe	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
Marks & Spencer, Market Street, Crewe	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
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
Morrisons, Dunwoody Way, Crewe	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
Tesco Extra, Vernon Way, Crewe	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
Tesco Superstore, Wheelock Street, Middlewich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.4%
Waitrose, Flat Lane, Sandbach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local Shops, Crewe Town Centre	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
Local Shops, Sandbach Town Centre	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 Drummer, Winsford	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
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
Local Shops, Ashbourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Outside the Study Area - East Staffordshire												

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
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	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
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	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
Lidl, Madford Retail Park, Stafford	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
Sainsbury's, Chell Road, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local Shops, Stafford Town Centre	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
Waitrose, Audley Road, Newport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Local Shops, Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Local Shops, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other - Outside Study Area	0.6%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	4.4%
Internet / delivery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Don't know / can't remember)	2.5%	24	1.9%	3	1.7%	3	2.0%	2	6.7%	5	1.5%	1
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

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]

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

Asked to those who do top up shopping at Q12

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 (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
	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
<i>Mean:</i>		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												

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: [£]																								
Q15 How much on average does your household normally spend on top-up shopping in a week?																								
<i>Asked to those who do top up shopping at Q12</i>																								
£1 - £5	11.2%	104	11.8%	17	11.7%	22	12.4%	15	13.9%	10	18.6%	13	17.5%	5	6.6%	3	9.0%	3	4.3%	4	6.0%	3	11.5%	10
£6 - £10	21.8%	204	20.3%	29	17.7%	32	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
£16 - £20	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
£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%	1	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%	1	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%	4	1.0%	1	6.9%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.7%	1	3.1%	3
£36 - £40	3.1%	29	1.5%	2	2.9%	5	0.0%	0	2.4%	2	8.9%	6	3.5%	1	5.3%	2	4.0%	1	1.6%	2	0.9%	0	7.6%	7
£41 - £45	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.7%	16	0.6%	1	0.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	9.3%	10	3.2%	1	1.5%	1
£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	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.8%	8	0.0%	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	0.0%	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	0.0%	0
£66 - £70	0.9%	9	4.0%	6	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	0	0.8%	1
£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%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£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
(Refused)	1.2%	11	1.0%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.5%	1	3.2%	3	4.8%	2	1.6%	1
<i>Mean:</i>		<i>18.7</i>		<i>19.6</i>		<i>19.2</i>		<i>16.9</i>		<i>18.0</i>		<i>18.9</i>		<i>16.0</i>		<i>22.5</i>		<i>18.4</i>		<i>17.9</i>		<i>19.7</i>		<i>19.2</i>
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

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
Q16 Where did you last go to buy clothing or footwear 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
Aldi, Leek New Road, Norton	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.2%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	2	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
Pak Foods, Stoke Road, Shelton	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	0.8%	0	0.0%	0

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
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
Local Shops, City Centre (Hanley)	35.0%	457	52.0%	99	30.7%	73	37.4%	65	36.5%	38	38.1%	36
Local Shops, Fenton Town Centre	0.1%	1	0.0%	0	0.6%	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Ford Hayes Lane Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	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
Eaton Park - Southall Way Local Centre	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
Fenton - King Street Local Centre	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
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
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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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

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												
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	0.0%	0	0.0%	0
Intu 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
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
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

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
Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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
Local Shops, Clayton	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, 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

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
Iceland, Bennett Precinct, Longton	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
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
Tesco 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
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
Local Shops, Blythe Bridge	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	7.6%	15	2.6%	6	24.3%	42	6.0%	6	0.0%	0
Local Shops, Meir Town Centre	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
Local Shops, Meir - Weston Road	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

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Weston Coyney - Westonfields Drive Local Centre	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%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.5%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0
Phoenix Retail Park, Longton	0.3%	4	0.4%	1	0.0%	0	0.7%	1	2.1%	2	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	0.1%	1	0.0%	0	0.0%	0	0.7%	1	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
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	1	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
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
Local Shops, Stoke Town Centre	0.6%	8	1.1%	2	0.0%	0	0.0%	0	2.3%	2	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
Basford - Etruria Road Local Centre	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%	2	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

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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
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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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	0.6%	1	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
West End - London Road Local Centre	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
Newstead Industrial Estate, Trentham	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
Trentham Garden Centre, Stone Road, Trentham	0.2%	3	0.0%	0	0.0%	0	0.4%	1	2.0%	2	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
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.1%	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
Bank Top - High Lane Local Centre	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
Cobridge - Waterloo Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	3	6.3%	3
Lidl, High Street, Tunstall	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
Local Shops, Tunstall Town Centre	4.6%	59	3.3%	6	0.9%	2	0.0%	0	17.7%	17	26.8%	14
Chell Heath - Chell Heath Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Great Chell - Biddulph Road Local Centre	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
Zone 7												
Aldi, Liverpool Road, Kidsgrove	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
Co-operative Food, High Street, Talke	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
Tesco Superstore, Liverpool Road, Kidsgrove	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	1.0%	1	0.0%	0
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Freeport 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
B&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
Zone 8																								
Sainsbury's, Wharf Road, Biddulph	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
Local 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
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
Zone 9																								
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	0.0%	0
Co-operative Food, Abbots 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
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	0.1%	1	0.0%	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
Local 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	0.0%	0	1.1%	2	0.0%	0	0.5%	1
Local Shops, Leek Town Centre	1.5%	20	1.3%	3	0.6%	1	0.0%	0	0.0%	0	0.5%	1	1.2%	1	0.0%	0	1.2%	1	9.3%	14	0.0%	0	0.0%	0
Local Shops, 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
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	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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
Local Shops, Eccleshall	0.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.2%	1
Local Shops, Sandyford	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	0.5%	1
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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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
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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	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
Local Shops, Congleton Town Centre	0.7%	9	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	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
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
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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
Local Shops, Macclesfield Town Centre	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Local Shops, Sandbach Town Centre	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
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Weston Road, Crewe	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
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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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	1.1%	1
Cheshire Oaks, Ellesmere Port	0.5%	7	0.0%	0	1.0%	2	1.3%	2	0.7%	1	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
Local Shops, Ashbourne Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Homebase, Waterside Park, Clifton Road, Ashbourne	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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.2%	3	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Dovefields Retail Park, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	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	2.7%	36	4.3%	8	1.0%	2	5.5%	10	1.4%	1	2.0%	2
Outside the Study Area - Merseyside												
Local Shops, Manchester City Centre	2.7%	36	4.3%	8	1.0%	2	5.5%	10	1.4%	1	2.0%	2

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
Local Shops, Liverpool City Centre	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - North West Region												
Local Shops, Nantwich Town Centre	0.1%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Local Shops, Wilmslow Town Centre	0.3%	3	0.0%	0	0.3%	1	0.4%	1	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Trafford Centre, Manchester	0.7%	9	1.3%	3	0.3%	1	1.3%	2	0.6%	1	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Stafford												
Local Shops, Stafford Town Centre	1.7%	23	0.0%	0	0.6%	1	1.4%	2	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
Greyfriars Place Retail Park, Stafford	0.2%	3	0.7%	1	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
Hough Retail Park, Stafford	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
Queens Retail Park, Stafford	0.5%	7	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
Homebase, Greyfriars Business Park, Stafford	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
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
Waitrose, Audley Road, Newport	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
Local Shops, Telford Town Centre	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
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
Outside the Study Area - West Midlands Region												
Local Shops, Penkridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Local Shops, Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	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
Local Shops, Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	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
Others												
Other - Outside Study Area	1.9%	25	0.8%	2	0.6%	1	0.7%	1	2.8%	3	1.1%	1
Abroad	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0

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												
Internet / catalogue / TV shopping	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
(Don't know / can't remember)	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
(Don't do this type of shopping)	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
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]

Q16A How 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 months	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
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
<i>Mean:</i>	<i>0.28</i>	<i>0.34</i>	<i>0.25</i>	<i>0.32</i>	<i>0.28</i>	<i>0.24</i>	<i>0.29</i>	<i>0.64</i>	<i>0.30</i>	<i>0.17</i>	<i>0.18</i>	<i>0.19</i>												
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												

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												
Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?																								
<i>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</i>																								
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 moped	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
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%	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%	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
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

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												
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																								
<i>Not asked to those who said "internet / delivery" or "abroad" or (don't do this type of shopping) at Q16</i>																								
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%	17	13.0%	28	2.7%	4	8.3%	7	13.1%	12	3.4%	2	6.8%	4	2.9%	1	4.1%	5	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		
Sample:	1150	132		181		135		81		90		93		89		84		89		91		85		

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
Q19 Where did you last go to buy Books, CDs, DVDs?												
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
Aldi, Leek New Road, Norton	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
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
Pak Foods, Stoke Road, Shelton	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

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
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
Local Shops, City Centre (Hanley)	11.7%	152	21.0%	40	8.3%	20	15.4%	27	10.8%	11	11.4%	11
Local Shops, Fenton Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.7%	1	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Ford Hayes Lane Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	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
Fenton - Victoria Road Local Centre	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 Centre	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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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

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
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
Berryhill Trading Estate, Fenton	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
Victoria Road Retail Park, Fenton	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%	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
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
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
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
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
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.3%	1	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
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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
Local Shops, Clayton	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Local Shops, Wolstanton	0.3%	3	0.7%	1	0.9%	2	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
Roebuck Centre, Newcastle-under-Lyme	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	1.0%	1
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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
Iceland, Bennett Precinct, Longton	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
Tesco Extra, Longton Retail Park, Baths Road, Longton	0.8%	11	2.4%	5	0.0%	0	0.8%	1	4.7%	5	0.0%	0
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
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
Local Shops, Blythe Bridge	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
Local Shops, Meir Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	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
Local Shops, Meir - Weston Road	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weston Coyney - Westonfields Drive Local Centre	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
Longton Retail Park, Longton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	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
Meir Retail Park, Uttoxeter Road, Meir	0.3%	3	0.7%	1	0.0%	0	1.2%	2	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
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	0.5%	6	1.2%	2	0.3%	1	0.0%	0	2.3%	2	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
Basford - Etruria Road Local Centre	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
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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
Trentham Lakes - Stanley Matthews Way Local Centre	0.1%	1	0.0%	0	0.3%	1	0.4%	1	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
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
Newstead Industrial Estate, Trentham	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
Trentham Garden Centre, Stone Road, Trentham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	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
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.1%	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
Bank Top - High Lane Local Centre	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
Cobridge - Waterloo Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.2%	3	0.7%	1	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
Tesco Express, Biddulph Road, Great Chell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tunstall Town Centre	1.1%	15	0.0%	0	0.6%	1	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
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kidsgrove Town Centre	0.3%	4	0.0%	0	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
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Freeport 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
B&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
Zone 8												
Sainsbury's, Wharf Road, Biddulph	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local Shops, Biddulph Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4
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
Zone 9												
Aldi, Haywood Street, Leek	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
Asda (former Netto), Springfield Road, Leek	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
Co-operative Food, Abbots Road, Leek	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
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
Co-operative Food, High Street, Tean	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
Farmfoods, The Smithfield Centre, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	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
Morrisons, Newcastle Road, Leek	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sainsbury's, Churnet Way, Leek	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%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Local Shops, Leek Town Centre	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local Shops, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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
Local Shops, Eccleshall	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
Local Shops, Stone Town Centre	1.2%	15	0.0%	0	0.3%	1	0.0%	0	0.6%	1	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
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	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%	0.6%
Local Shops, Congleton Town Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15.0%
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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%	0.5%
Capitol Walk Shopping Centre, Congleton	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
Astbury Meadow Garden Centre, Newcastle Road, Congleton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.6%
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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%	5.9%
Local Shops, Macclesfield Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Local Shops, Sandbach Town Centre	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
Stadium Retail Park, Crewe	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
B&Q, Weston Road, Crewe	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
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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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	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
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
Local Shops, Ashbourne Town Centre	0.1%	1	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
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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	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	0.5%	7	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - 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
Local Shops, Wilmslow Town Centre	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Trafford Centre, Manchester	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
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, 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	0.1%	1	0.0%	0	0.0%	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 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	0.2%	2	0.0%	0	0.3%	1	0.4%	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
Abroad	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

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		
Internet / catalogue / TV shopping	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	47.4%	56
(Don't know / can't remember)	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
(Don't do this type of shopping)	25.7%	336	33.0%	63	22.7%	54	22.4%	39	23.7%	24	39.9%	38	36.6%	20	26.6%	16	23.4%	12	24.1%	37	17.6%	13	17.5%	21
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		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]

Q19A How 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		

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
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 Hill, Fenton	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	0.6%	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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
Sainsbury's, Etruria Road,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
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
Local Shops, City Centre (Hanley)	8.3%	109	18.2%	35	9.7%	23	7.7%	13	1.8%	2	5.7%	5
Local Shops, Fenton Town Centre	2.1%	27	1.2%	2	0.3%	1	4.5%	8	5.8%	6	1.6%	2
Abbey Hulton - Abbots Road Local Centre	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
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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Ford Hayes Lane Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton - King Street Local Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Fenton - Victoria Road Local Centre	0.7%	9	0.8%	2	1.0%	2	2.7%	5	0.0%	0	0.0%	0
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
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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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

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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
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
Berryhill Trading Estate, Fenton	0.2%	2	0.7%	1	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
Victoria Road Retail Park, Fenton	2.4%	31	3.5%	7	0.7%	2	9.8%	17	2.1%	2	1.0%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	0.6%	7	1.7%	3	0.3%	1	0.0%	0	0.0%	0	4.1%	2
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
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
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
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
B&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
The Range, City Road, Fenton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	0.7%	9	0.0%	0	3.6%	9	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
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.6%	8	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.7%	1.8%
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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
Local Shops, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local Shops, Wolstanton	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	0.2%	2	0.0%	0	1.0%	2	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
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	0.0%	1	0.0%	0	0.0%	0	0.6%	1	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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Iceland, Bennett Precinct, Longton	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
Tesco Extra, Longton Retail Park, Baths Road, Longton	0.4%	5	1.9%	4	0.0%	0	0.4%	1	0.7%	1	0.0%	0
Tesco 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
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
Local Shops, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	3.4%	44	2.6%	5	0.0%	0	17.8%	31	3.2%	3	0.0%	0
Local Shops, Meir Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	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
Local Shops, Meir - Weston Road	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weston Coyney - Westonfields Drive Local Centre	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
Longton Retail Park, Longton	0.2%	3	1.3%	3	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
Meir Retail Park, Uttoxeter Road, Meir	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Meir Retail Park, Whittle Road, Meir	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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	0.7%	1	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.2%	3	0.0%	0	0.3%	1	0.0%	0	2.1%	2	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
Local Shops, Stoke Town Centre	1.2%	16	1.7%	3	1.5%	3	0.4%	1	2.1%	2	5.6%	5
Local Shops, Trent Vale	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	0.6%	0
Hanford - Mayne Street Local Centre	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

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
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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Trentham Lakes - Stanley Matthews Way Local Centre	0.5%	6	0.0%	0	1.4%	3	0.7%	1	0.0%	0	0.7%	1
West End - London Road Local Centre	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	0.2%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Newstead Industrial Estate, Trentham	0.2%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Trentham Garden Centre, Stone Road, Trentham	0.2%	3	0.0%	0	1.0%	2	0.4%	1	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
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.8%	11	3.0%	6	0.3%	1	0.0%	0	0.6%	1	3.1%	3
Local Shops, Longport	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
Bradeley - Joyce Avenue Local Centre	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

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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
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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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	0.5%	1	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
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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.6%	0
Lidl, High Street, Tunstall	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
Local Shops, Tunstall Town Centre	2.1%	28	0.0%	0	2.3%	5	0.0%	0	4.5%	4	10.0%	5
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
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	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
Local Shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Freeport 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
B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits	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
Zone 8																								
Sainsbury'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
Local 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
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
Zone 9																								
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	0.0%	0
Co-operative Food, Abbots 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	1	0.0%	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
Morrisons, 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
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	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	3	0.0%	0	1.8%	2
Local Shops, Leek Town Centre	1.6%	20	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	20	0.0%	0	0.0%	0
Local Shops, 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
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	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

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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
Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-operative Food, Stafford Street, Eccleshall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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	0.6%	0
Local Shops, Eccleshall	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	1.9%	1	0.0%	0
Local Shops, Stone Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	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%	1.2%
Local Shops, Congleton Town Centre	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11.6%
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	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%	1.0%
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
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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%	2.3%
Local Shops, Macclesfield Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	1.5%
Local Shops, Sandbach Town Centre	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%	4.7%
Stadium Retail Park, Crewe	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
B&Q, Statham Street, Macclesfield	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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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	1.1%	1
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Waterside Park, Clifton Road, Ashbourne	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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	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
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	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	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Local Shops, Wilmslow Town Centre	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
Greyhound Retail Park, Chester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	1.1%	15	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.9%	12	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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	0.7%	0
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
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, Stafford	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
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	0.1%	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	0.0%	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 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	0.2%	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
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	0.6%	0	0.0%	0
Gallagher Retail Park (IKEA) Ikea, Wednesbury	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
Others																								
Other - Outside Study Area	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1	0.7%	0	1.8%	2
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

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												
Internet / catalogue / TV shopping	6.9%	90	4.7%	9	9.6%	23	5.7%	10	4.0%	4	6.2%	6	3.0%	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	13.4%	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%	20	32.0%	20	29.4%	15	31.5%	48	24.1%	17	23.4%	27
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]

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 months	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
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
<i>Mean:</i>	<i>0.12</i>	<i>0.13</i>	<i>0.12</i>	<i>0.10</i>	<i>0.10</i>	<i>0.09</i>	<i>0.08</i>	<i>0.16</i>	<i>0.13</i>	<i>0.22</i>	<i>0.06</i>	<i>0.16</i>												
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												

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
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations 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
Aldi, Leek New Road, Norton	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
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
Pak Foods, Stoke Road, Shelton	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

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
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
Local Shops, City Centre (Hanley)	5.9%	77	9.6%	18	5.7%	14	3.0%	5	2.4%	2	14.9%	14
Local Shops, Fenton Town Centre	0.2%	2	0.0%	0	0.3%	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee - Devonshire Square Local Centre	0.1%	1	0.4%	1	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	0.4%	6	3.0%	6	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
Fenton - Victoria Road Local Centre	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 Centre	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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Berryhill Trading Estate, Fenton	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	0.7%	0
Victoria Road Retail Park, Fenton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.6%	7	0.0%	0	0.0%	0	2.3%	4	0.0%	0	4.1%	2
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
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
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
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
B&Q, Festival Retail Park, Stoke-on-Trent	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	0
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
Asda (former Netto), Morris Square, Kyme, Wolstanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	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, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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	0.3%	1	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
Local Shops, Cross Heath	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	0.5%	1	0.0%	0
Local Shops, Madeley	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
Local Shops, Newcastle-under-Lyme Town Centre	1.8%	24	0.0%	0	6.1%	15	0.0%	0	6.9%	7	0.0%	0
Local Shops, Silverdale	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
Local Shops, Wolstanton	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
Roebuck Centre, Newcastle-under-Lyme	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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Weighted:

	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
Lidl, The Strand, Longton	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	0.3%	4	1.7%	3	0.0%	0	0.3%	1	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
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
Local Shops, Blythe Bridge	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%	15	17.6%	31	2.3%	2	4.5%	4
Local Shops, Meir Town Centre	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
Local Shops, Meir - Weston Road	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	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
Weston Coyney - Westonfields Drive Local Centre	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
Longton Retail Park, Longton	0.8%	11	0.0%	0	0.0%	0	3.5%	6	2.1%	2	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
Meir Retail Park, Uttoxeter Road, Meir	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
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	0.4%	5	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Local Shops, Trent Vale	0.1%	2	0.0%	0	0.7%	2	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
Hanford - Mayne Street Local Centre	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

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Weighted:

	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												
Hartshill - Hartshill Road Local Centre	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
Penkhull - Manor Court Road Local Centre	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
Trentham - Werburgh Drive Local Centre	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	0.3%	1	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
Etruria Way Retail Park, Stoke-on-Trent	0.3%	4	0.0%	0	0.0%	0	2.3%	4	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
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
Trentham Garden Centre, Stone Road, Trentham	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
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.8%	1
Local Shops, Longport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	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
Bradeley - Joyce Avenue Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobridge - Waterloo Road	0.2%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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
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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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
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
Lidl, High Street, Tunstall	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
Local Shops, Tunstall Town Centre	1.4%	19	0.0%	0	1.6%	4	0.0%	0	0.0%	0	2.7%	3
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
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	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
Local Shops, Kidsgrove Town Centre	0.0%	0	0.0%	0	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
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

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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												
Freeport 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
B&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
Zone 8																								
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	0.2%	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
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%	0	0.0%	0
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
Zone 9																								
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	0.0%	0
Co-operative Food, Abbots 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	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
Local Shops, 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
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	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

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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
Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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
Local Shops, Eccleshall	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
Local Shops, Stone Town Centre	0.3%	4	0.0%	0	0.0%	0	0.3%	1	0.0%	0	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
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	0.2%	2	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
Local Shops, Congleton Town Centre	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	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
Astbury Meadow Garden Centre, Newcastle Road, Congleton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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	0.6%	1
Local Shops, Macclesfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local Shops, Sandbach Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Junction Retail Park, Crewe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Stadium Retail Park, Crewe	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
B&Q, Weston Road, Crewe	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
Homebase, Lyme Green Retail Park, Brindley Way, Macclesfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	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
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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	3.9%	6	0.0%
Dovefields Retail Park, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.5%	1	0.0%
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Local Shops, Wilmslow Town Centre	0.1%	1	0.0%	0	0.3%	1	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
Greyhound Retail Park, Chester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	0.1%	1	0.0%	0	0.3%	1	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	1.2%	1
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Stafford												
Local Shops, Stafford Town Centre	0.3%	4	0.0%	0	0.3%	1	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
Greyfriars Place Retail Park, Stafford	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
Hough Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Madford Retail Park, Stafford	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	6.2%	4
B&Q, Lichfield Road, Stafford	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
Wickes, Madford Retail Park, Stafford	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
Waitrose, Audley Road, Newport	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
Local Shops, Telford Town Centre	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
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	0.6%	0
Local Shops, Shrewsbury Town Centre	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
Local Shops, Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	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
Others												
Other - Outside Study Area	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

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												
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:	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]

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 months	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
Have only visited once (Don't know / varies)	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
	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
<i>Mean:</i>	<i>0.13</i>		<i>0.16</i>		<i>0.13</i>		<i>0.12</i>		<i>0.09</i>		<i>0.24</i>		<i>0.12</i>		<i>0.07</i>		<i>0.24</i>		<i>0.05</i>		<i>0.26</i>		<i>0.09</i>	
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												

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
Q22 Where did you last go to buy chemist goods (including health and beauty products)?												
Zone 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
Aldi, Leek New Road, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
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
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
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
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
Co-operative Food, Werrington Road, Bucknall	0.1%	1	0.4%	1	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dividy Road, Bentilee	0.1%	1	0.4%	1	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
Morrisons, 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
Pak Foods, Stoke Road, Shelton	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	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0

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												
Stoke-on-Trent																								
Tesco Extra, Clough Street, 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
Local 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
Local 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
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	0.3%	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
Bentilee - Beverley Drive 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
Bentilee - Devonshire Square Local Centre	0.4%	5	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
Berry 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
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	0.3%	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
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%	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 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
Milton - 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
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	0.5%	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
Shelton - 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

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
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
Berryhill Trading Estate, Fenton	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
Victoria Road Retail Park, Fenton	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	4.1%	2
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
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
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
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
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
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	0.6%	8	0.0%	0	3.3%	8	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
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	3	0.0%	0	1.4%	3	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
Local Shops, Audley	0.7%	9	0.0%	0	3.6%	9	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bradwell	0.5%	7	0.0%	0	2.9%	7	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chesterton	0.2%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clayton	0.2%	3	0.0%	0	1.1%	3	0.0%	0	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
Local Shops, Knutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Madeley	0.4%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Local Shops, Middle Madeley	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle-under-Lyme Town Centre	10.4%	135	1.4%	3	45.4%	107	3.2%	6	17.4%	18	0.7%	1
Local Shops, Silverdale	0.5%	7	0.0%	0	2.9%	7	0.0%	0	0.0%	0	0.0%	0

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
Local Shops, Wolstanton	0.6%	8	0.0%	0	3.4%	8	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
Roebuck Centre, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.3%	1	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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
Iceland, Bennett Precinct, Longton	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
Tesco Extra, Longton Retail Park, Baths Road, Longton	1.2%	16	2.0%	4	0.0%	0	4.4%	8	4.7%	5	0.0%	0
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
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
Local Shops, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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
Local Shops, Meir Town Centre	0.8%	10	0.7%	1	0.0%	0	4.9%	9	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
Local Shops, Meir - Weston Road	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hollybush - Blurton Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lightwood - Belgrave Road Local Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Meir Hay - Amison Street Local Centre	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Park - Lysander Road Local Centre	0.5%	7	0.0%	0	0.0%	0	3.2%	6	0.7%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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
Weston Coyney - Westonfields Drive Local Centre	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%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.7%	10	0.0%	0	0.0%	0	3.8%	7	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
Meir Retail Park, Uttoxeter Road, Meir	0.4%	5	0.0%	0	0.0%	0	2.6%	5	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
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Co-operative Food, Hartshill Road, Hartshill	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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Tesco 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
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
Local Shops, Stoke Town Centre	2.0%	27	2.1%	4	0.6%	1	0.8%	1	18.4%	19	0.0%	0
Local Shops, Trent Vale	0.3%	4	0.0%	0	1.0%	2	0.0%	0	1.3%	1	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
Hanford - Mayne Street Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
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%	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
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	0.0%	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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
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, 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)	0.7%	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	0.0%	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	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	0.0%	0	1.4%	1	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	0.6%	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	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	0.0%	0	1.0%	1
Local Shops, Kidsgrove Town Centre	2.1%	27	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1	37.6%	23	1.2%	1	0.0%	0	0.0%	0	0.6%	1
Local Shops, Packmoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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												
Freeport 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
B&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
Zone 8																								
Sainsbury'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
Local 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
Local Shops, Biddulph Moor Other, Staffordshire Moorlands (Zone 8)	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
Zone 9																								
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	0.0%	0
Co-operative Food, Abbots 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	1	0.0%	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
Morrisons, 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
Sainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local 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%	0	0.0%	0	16.3%	25	0.0%	0	0.0%	0
Local 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
Local Shops, Tean	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Local Shops, Werrington	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	1.2%	2	0.0%	0	0.0%	0

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Smithfield Centre, Leek	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	
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Staffordshire Moorlands (Zone 9)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	
Zone 10													
Aldi, Stafford Road, Stone	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	0.6%	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	
Co-operative Food, High Street, Stone	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	
Morrisons, Church/Mill Street, Stone	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	4.4%	3	
Local Shops, Eccleshall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	
Local Shops, Sandyford	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	46.1%	33	
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 11													
Aldi, Holmes Chapel Road, West Heath, Congleton	0.4%	5	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	
Co-operative Food, Lawton Road, Alsager	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	0.5%	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	
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	

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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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Sainsbury's Local, Crewe Road, Alsager	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	1.0%	1	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%	14.3%
Local Shops, Congleton Town Centre	4.6%	60	0.0%	0	0.0%	0	0.0%	0	4.1%	3	8.0%	44.6%
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%
Congleton Retail Park, Congleton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%
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
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Crewe Town Centre	0.5%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Macclesfield Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandbach Town Centre	0.3%	4	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
Stadium Retail Park, Crewe	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
B&Q, Weston Road, Crewe	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
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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Homebase, Waterside Park, Clifton Road, Ashbourne	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, New Road, Uttoxeter	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
Dovefields Retail Park, Uttoxeter	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	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	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - 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
Local Shops, Wilmslow Town Centre	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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	0.7%	0
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

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										
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	0.5%	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
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
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
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
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
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	2.3%	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	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
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
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
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
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
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	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
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
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
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
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
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
Others																						
Other - Outside Study Area	0.3%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.7%	3	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

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												
Internet / catalogue / TV shopping	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
(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]

Q22A How 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 months	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
Have only visited once (Don't know / varies)	0.8%	9	3.3%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	1	0.7%	1	0.7%	1
	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

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?												
Zone 1												
Aldi, Victoria Road, Berry Hill, Fenton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	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
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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	0.0%	1	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
Sainsbury's, Etruria Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
Stoke-on-Trent																								
Tesco 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
Local 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
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	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	0.0%	0	0.0%	0	0.0%	0
Berry 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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 Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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
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

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Berryhill Trading Estate, Fenton	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
Victoria Road Retail Park, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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	1.9%	1
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
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
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
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
B&Q, Festival Retail Park, Stoke-on-Trent	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.4%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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	0.1%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.4%	5	0.0%	0	2.0%	5	0.0%	0	0.7%	1	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
Local Shops, Audley	0.1%	1	0.0%	0	0.3%	1	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
Local Shops, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clayton	0.1%	1	0.0%	0	0.3%	1	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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	3.3%	43	0.4%	1	12.4%	29	0.0%	0	6.7%	7	2.0%	2
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local Shops, Wolstanton	0.2%	2	0.7%	1	0.0%	0	0.3%	1	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
Roebuck Centre, Newcastle-under-Lyme	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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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
Iceland, Bennett Precinct, Longton	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
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
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
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
Local Shops, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	5.6%	74	9.1%	17	3.2%	8	20.9%	36	5.2%	5	0.0%	0
Local Shops, Meir Town Centre	0.5%	6	0.0%	0	1.3%	3	1.4%	3	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
Local Shops, Meir - Weston Road	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	0.3%	4	0.0%	0	0.0%	0	2.3%	4	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.1%	1	0.4%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weston Coyney - Westonfields Drive Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	0.2%	2	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Longton Retail Park, Longton	1.1%	14	2.6%	5	0.0%	0	4.7%	8	0.7%	1	0.0%	0
Phoenix Retail Park, Longton	2.2%	29	0.4%	1	0.0%	0	14.4%	25	2.8%	3	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	0.1%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
B&Q, Meir Retail Park, Whittle Road, Meir	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	0.9%	12	1.8%	3	0.3%	1	0.0%	0	4.6%	5	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
Basford - Etruria Road Local Centre	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
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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
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
West End - London Road Local Centre	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%	2	0.0%	0	0.6%	1	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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.2%	3	0.0%	0	0.3%	1	0.4%	1	1.1%	1	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
Aldi, Brownhills Road, Tunstall	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
Co-operative Food, Newcastle Street, Burslem	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
Co-operative Food, High Lane, Tunstall	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
Heron Foods, Ford Green Road, Smallthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Burslem Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Local Shops, Longport	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
Bradeley - Joyce Avenue Local Centre	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

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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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.4%	6	0.7%	1	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
Tesco Express, Biddulph Road, Great Chell	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
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
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	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	6.5%	4
Local Shops, Kidsgrove Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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
B&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
Zone 8												
Sainsbury's, Wharf Road, Biddulph	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Biddulph Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Staffordshire Moorlands (Zone 8)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9												
Aldi, Haywood Street, Leek	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
Asda (former Netto), Springfield Road, Leek	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
Co-operative Food, Abbots Road, Leek	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
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
Co-operative Food, High Street, Tean	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
Farmfoods, The Smithfield Centre, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	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
Morrisons, Newcastle Road, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local Shops, Cheadle Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local Shops, Leek Town Centre	1.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	19
Local Shops, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Local Shops, Barlaston	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
Local Shops, Sandyford	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	12.3%	9
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

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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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	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%	1.0%
Local Shops, Congleton Town Centre	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.3%
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Scholar Green	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
Capitol Walk Shopping Centre, Congleton	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
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
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock Chase												
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
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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	0.0%	0
Local Shops, Macclesfield Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandbach Town Centre	0.4%	5	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	0.9%	2	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
Lyme Green Retail Park, Brindley Way, Macclesfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Weston Road, Crewe	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
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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	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
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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	2.5%	4	0.0%
Dovefields Retail Park, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%	1	0.0%
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	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	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Merseyside												

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												
Local Shops, Liverpool City 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
Outside the Study Area - Newcastle-under-Lyme																								
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - 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, Wilmslow	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
Trafford Centre, Manchester	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
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 Drayton 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
Homebase, Axis Centre, 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
Outside the Study Area - 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, 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

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
Stafford												
Local Shops, Stafford Town Centre	0.6%	8	0.0%	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
Greyfriars Place Retail Park, Stafford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Guildhall Shopping Centre, Stafford	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	2.6%	2
Madford Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Queens Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
B&Q, Lichfield Road, Stafford	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
Wickes, Madford Retail Park, Stafford	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
Waitrose, Audley Road, Newport	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
Local Shops, Telford Town Centre	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
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
Local Shops, Shrewsbury Town Centre	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
Local Shops, Wolverhampton City Centre	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
Others												
Other - Outside Study Area	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

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												
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:	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]

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	0.9%	0	0.0%	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 months	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
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
<i>Mean:</i>	<i>0.03</i>		<i>0.03</i>		<i>0.02</i>		<i>0.08</i>		<i>0.01</i>		<i>0.02</i>		<i>0.02</i>		<i>0.05</i>		<i>0.02</i>		<i>0.01</i>		<i>0.01</i>		<i>0.05</i>	
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												

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
Q24 Where did you last go to buy DIY or gardening 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
Aldi, Leek New Road, Norton	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
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
Pak Foods, Stoke Road, Shelton	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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Local Shops, City Centre (Hanley)	1.8%	24	6.3%	12	0.6%	1	0.4%	1	0.6%	1	2.2%	2
Local Shops, Fenton Town Centre	0.6%	7	1.4%	3	0.0%	0	0.0%	0	1.1%	1	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee - Devonshire Square Local Centre	0.1%	1	0.4%	1	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton - King Street Local Centre	0.4%	6	0.4%	1	0.0%	0	0.0%	0	4.7%	5	0.0%	0
Fenton - Victoria Road Local Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Cross - Heron Street/Grove Road Local Centre	0.2%	2	0.0%	0	1.0%	2	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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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

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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
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
Berryhill Trading Estate, Fenton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	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
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0	0.3%	1	0.4%	1	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
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
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
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
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
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	1.3%	18	5.7%	11	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-operative Food, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	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
Local Shops, Clayton	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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
Local Shops, Silverdale	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0

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Local Shops, Wolstanton	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
Roebuck Centre, Newcastle-under-Lyme	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	4.3%	56	0.7%	1	16.5%	39	0.0%	0	14.5%	15	0.5%	1
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
Northwood Garden Centre, Clayton Road, Clayton	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.7%	1	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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Iceland, Bennett Precinct, Longton	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
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
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
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
Local Shops, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longton Town Centre	2.1%	27	1.2%	2	0.0%	0	12.3%	22	0.0%	0	0.0%	0
Local Shops, Meir Town Centre	0.2%	2	0.0%	0	0.3%	1	0.3%	1	0.0%	0	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
Local Shops, Meir - Weston Road	0.0%	1	0.0%	0	0.0%	0	0.3%	1	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.3%	4	0.0%	0	0.0%	0	1.3%	2	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
Sandford Hill - Heathcote Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Coyney - Coalville Place Local Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	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

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Weston Coyney - Westonfields Drive Local Centre	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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.2%	3	0.0%	0	0.0%	0	0.4%	1	1.1%	1	0.0%	0
B&Q, Meir Retail Park, Whittle Road, Meir	15.1%	197	10.0%	19	9.8%	23	55.7%	97	16.6%	17	0.7%	1
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
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
Lidl, Boothen Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	0.5%	6	0.4%	1	0.0%	0	0.0%	0	2.2%	2	1.1%	1
Local Shops, Trent Vale	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
Hanford - Mayne Street Local Centre	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

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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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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
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
West End - London Road Local Centre	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
Newstead Industrial Estate, Trentham	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
Trentham Garden Centre, Stone Road, Trentham	0.3%	4	0.4%	1	0.0%	0	0.3%	1	1.1%	1	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
Asda (former Netto), Scotia Road, Tunstall	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
Co-operative Food, Knypersley Road, Norton	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
Farmfoods, Moorlands Road, Burslem	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
Local Shops, Burslem Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Local Shops, Longport	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
Bradeley - Joyce Avenue Local Centre	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

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
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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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
Stanfield - Haywood Road Local Centre	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	0.6%	0	0.0%	0
Asda Superstore, Scotia Road, Tunstall (opposite Matalan / Next)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Tesco Express, Biddulph Road, Great Chell	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	6.2%	3	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
Goldenhill - High Street Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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
Wickes, Marlborough Road, Nr. Tunstall	2.2%	29	0.0%	0	1.0%	2	0.0%	0	5.7%	5	21.1%	11
Zone 7												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	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
Co-operative Food, High Street, Talke	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
Tesco Superstore, Liverpool Road, Kidsgrove	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	1.4%	1	0.0%	0
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

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												
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1										
B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits	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
Zone 8																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorlands (Zone 8)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
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	0.0%	0
Co-operative Food, Abbots 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
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	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0
Local Shops, Leek Town Centre	2.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.8%	1	23.0%	35	0.0%	0	0.0%	0
Local Shops, 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
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	0.0%	0	0.0%	0

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
Smithfield Centre, Leek	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	2.4%	4
Jacksons Nurseries, Thorney Edge Road, Bagnall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Staffordshire Moorlands (Zone 9)	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	0.6%	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Local Shops, Barlaston	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	1.1%	1
Local Shops, Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Local Shops, Stone Town Centre	0.6%	8	0.0%	0	0.0%	0	0.3%	1	0.0%	0	10.6%	8
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

Stoke on Trent Household Survey For WYG

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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
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
Farmfoods, Market Street, Congleton	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
Morrisons, Bridestone Shopping Centre, Congleton	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
Tesco Superstore, Barn Road, Congleton	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%	0.6%
Local Shops, Congleton Town Centre	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.5%
Local Shops, Newbold Astbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0.0%
Local Shops, Scholar Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0.6%
Bridestone Shopping Centre, Congleton	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%
Congleton Retail Park, Congleton	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	0.8%	0	1.8%	11.2%
Outside the Study Area - Birmingham												
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Outside the Study Area - Cannock Chase												
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%
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Outside the Study Area - Cheshire East												
Aldi, Queen Victoria Street, Macclesfield	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%
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%

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
Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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	0.6%	0
Local Shops, Macclesfield Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sandbach Town Centre	0.1%	1	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
Stadium Retail Park, Crewe	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
B&Q, Weston Road, Crewe	2.4%	31	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.8%	0
B&Q, Statham Street, Macclesfield	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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
Homebase, Old Mill Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Homebase, Waterside Park, Clifton Road, Ashbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
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
Giltbrook Retail Park (IKEA), Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	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
B&Q, Dovefields Retail Park, Towns Meadows Way, Uttoxeter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
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
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Local Shops, Wilmslow Town Centre	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
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	3.0%	2	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		
Greyfriars Place Retail Park, Stafford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	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		
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		
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		
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		
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	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	8.2%	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	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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
Others																								
Other - Outside Study Area	0.7%	9	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.7%	0	3.9%	5
Abroad	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

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												
Internet / catalogue / TV shopping	2.0%	26	1.5%	3	2.6%	6	0.0%	0	4.7%	5	4.5%	4	2.0%	1	1.7%	1	3.4%	2	0.5%	1	1.1%	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		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 months	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
Have only visited once (Don't know / varies)	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
	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
<i>Mean:</i>	<i>0.17</i>		<i>0.16</i>		<i>0.17</i>		<i>0.15</i>		<i>0.15</i>		<i>0.15</i>		<i>0.10</i>		<i>0.26</i>		<i>0.15</i>		<i>0.17</i>		<i>0.21</i>		<i>0.18</i>	
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		

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
Q25 Where did you last go to buy furniture, carpets and floor coverings?												
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
Aldi, Leek New Road, Norton	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
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
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
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
Co-operative Food, Werrington Road, Bucknall	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
Co-operative Food, Millrise Road, Milton	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
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
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
Heron Foods, Leek Road, Abbey Hulton	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
Iceland, Charles Street, City Centre (Hanley)	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
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
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
Pak Foods, Stoke Road, Shelton	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

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
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
Local Shops, City Centre (Hanley)	4.1%	53	5.0%	10	5.3%	13	4.7%	8	1.4%	1	1.9%	2
Local Shops, Fenton Town Centre	3.3%	43	3.1%	6	5.5%	13	9.8%	17	1.8%	2	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
Abbey Hulton - Leek Road Local Centre	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	0.3%	3	1.8%	3	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
Bentilee - Devonshire Square Local Centre	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.2%	3	1.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton - King Street Local Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton - Victoria Road Local Centre	0.3%	4	0.4%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0
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
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
Northwood - Keelings Road Local Centre	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
Shelton - College Road Local Centre	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	0.5%	0	0.0%	0

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Berryhill Trading Estate, Fenton	0.3%	4	2.0%	4	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
Victoria Road Retail Park, Fenton	1.1%	14	2.9%	6	1.3%	3	0.8%	1	0.0%	0	1.3%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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
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
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
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
B&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
The Range, City Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Victoria Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
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
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
Co-operative Food, Church Street, Audley	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
Co-operative Food, Hanbridge Avenue, Bradwell	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
Co-operative Food, London Road, Chesterton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	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, Windermere Road, Clayton	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
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
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
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
Co-operative Food, The Parade, Silverdale	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
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
Iceland, Roebuck Centre, Newcastle-under-Lyme	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
Morrisons, Goose Street, Newcastle-under-Lyme	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
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
Tesco Express, Church Street, Audley	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
Local Shops, Bradwell	0.1%	1	0.0%	0	0.6%	1	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	2.0%	3
Local Shops, Clayton	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
Local Shops, Knutton	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
Local Shops, Middle Madeley	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
Local Shops, Silverdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Local Shops, Wolstanton	0.1%	1	0.0%	0	0.3%	1	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
Roebuck Centre, Newcastle-under-Lyme	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
York Place, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Northwood Garden Centre, Clayton Road, Clayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
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
Co-operative Food, Finstock Avenue, Blurton	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
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
Co-operative Food, Belgrave Road, Longton	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
Co-operative Food, Wimborne Avenue, Newstead	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
Farmfoods, Edensor Road, Longton	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

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Iceland, Bennett Precinct, Longton	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
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
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
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
Local Shops, Blythe Bridge	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	1.4%	3	3.7%	6	7.3%	8	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
Local Shops, Meir - Sutherland Road	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
Blurton - Blurton Road Local Centre	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
Blurton - Nashe Drive Local Centre	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
Dresden - Carlisle Street Local Centre	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
Hollybush - Blurton Road Local Centre	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
Meir Hay - Amison Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Park - Lysander Road Local Centre	0.6%	7	0.0%	0	0.0%	0	4.2%	7	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
Sandford Hill - Heathcote Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Coyney - Coalville Place Local Centre	0.1%	1	0.0%	0	0.6%	1	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

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Weston Coyney - Westonfields Drive Local Centre	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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	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
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mayne Street, Hanford	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
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
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
Iceland, Boothan Park, London Road, Stoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke Town Centre	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
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
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
Local Shops, Stoke Town Centre	1.4%	19	1.8%	3	1.0%	2	0.8%	1	9.7%	10	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
Basford - Etruria Road Local Centre	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
Harpfield - Woodberry Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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%	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	0.1%	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	0.0%	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	1.1%	14	0.0%	0	2.9%	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	0.0%	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

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
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
Newford - Community Drive Local Centre	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
Norton - Pinfold Avenue Local Centre	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%	3	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
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
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
Lidl, High Street, Tunstall	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
Local Shops, Tunstall Town Centre	1.1%	14	0.0%	0	0.0%	0	0.0%	0	6.2%	6	8.1%	4
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
Goldenhill - High Street Local Centre	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
Wickes, Marlborough Road, Nr. Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	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
Co-operative Food, Cedar Avenue, Kidsgrove	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
Co-operative Food, Whitehill Road, Whitehill	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
Local Shops, Kidsgrove Town Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local Shops, Packmoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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
B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Zone 8												
Sainsbury's, Wharf Road, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Biddulph Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
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
Zone 9												
Aldi, Haywood Street, Leek	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
Asda (former Netto), Springfield Road, Leek	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
Co-operative Food, Abbots Road, Leek	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
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
Co-operative Food, High Street, Tean	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
Farmfoods, The Smithfield Centre, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	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
Morrisons, Newcastle Road, Leek	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
Local Shops, Cheadle Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16
Local Shops, Leek Town Centre	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local Shops, Tean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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
Smithfield Centre, Leek	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
Jacksons Nurseries, Thorney Edge Road, Bagnall	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
Zone 10												
Aldi, Stafford Road, Stone	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
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
Co-operative Food, High Street, Stone	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
Morrisons, Church/Mill Street, Stone	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
Local Shops, Eccleshall	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
Local Shops, Stone Town Centre	1.0%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0	17.9%	13
Barlaston Garden Centre, Old Road, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wedgwood Visitor Centre, Barlaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
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
Aldi, Mountbatten Way, Congleton	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
Co-operative Food, Bromley Road, Congleton	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
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

Stoke on Trent Household Survey For WYG

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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	
Farmfoods, Market Street, Congleton	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	
Morrisons, Bridestone Shopping Centre, Congleton	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	
Tesco Superstore, Barn Road, Congleton	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%	4.6%	5
Local Shops, Congleton Town Centre	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15.1%	18
Local Shops, Newbold Astbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
Local Shops, Scholar Green	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%	0.5%	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
Congleton Retail Park, Congleton	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
Outside the Study Area - Birmingham													
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.7%	0
Outside the Study Area - Cannock Chase													
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
Wickes, Hollies Park Road, Cannock	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 East													
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
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
Aldi, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0

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
Nantwich												
Aldi, Middleton Road, Sandbach	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
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
Marks & Spencer, Market Street, Crewe	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
Morrisons Local, Gawsorth House, West Park Drive, Macclesfield	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
Sainsbury's, Cumberland Street, Macclesfield	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
Tesco Superstore, Hibel Road, Macclesfield	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
Waitrose, Flat Lane, Sandbach	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
Local Shops, Macclesfield Town Centre	1.1%	15	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
Grand Junction Retail Park, Crewe	0.4%	6	0.0%	0	0.6%	1	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
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
B&Q, Weston Road, Crewe	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
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
Homebase, Old Mill Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Sandbach												
Wickes, Lockitt Street, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Asda Superstore, The Drummer, Winsford	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
Cheshire Oaks, Ellesmere Port	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
Local Shops, Ashbourne Town Centre	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
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
Giltbrook Retail Park (IKEA), Nottingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Outside the Study Area - East Staffordshire												
Tesco Superstore, Brookside Road, Uttoxeter	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
Local Shops, Uttoxeter Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Dovefields Retail Park, Uttoxeter	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	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	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	0
Outside the Study Area - Merseyside												

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
Local Shops, Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle-under-Lyme												
Co-operative Food, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Local Shops, Wilmslow Town Centre	0.1%	1	0.7%	1	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
Greyhound Retail Park, Chester	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
Handforth Dean Retail Park, Wilmslow	0.5%	6	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
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
Lidl, Towers Lawn, Market Drayton	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
Local Shops, Market Drayton Town Centre	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Axis Centre, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire												
Hollybush, Warstone Road, Shareshill	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
Marks & Spencer, Gaolgate Street, Stafford	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
Tesco Extra, Newport Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Stafford												
Local Shops, Stafford Town Centre	0.3%	4	0.0%	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
Greyfriars Place Retail Park, Stafford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Queens Retail Park, Stafford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
B&Q, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Homebase, Greyfriars Business Park, Stafford	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
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
Waitrose, Audley Road, Newport	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
Local Shops, Telford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
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
Local Shops, Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walsall Town Centre	0.2%	2	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	0
Local Shops, Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park (IKEA) Ikea, Wednesbury	0.4%	5	0.4%	1	0.3%	1	1.1%	2	0.7%	1	0.0%	0
Others												
Other - Outside Study Area	0.8%	11	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.2%	1
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
Internet / catalogue / TV shopping	5.9%	76	2.1%	4	8.5%	20	11.2%	20	8.3%	9	2.0%	2	3.5%	2	4.2%	3	0.0%	0	5.6%	8	3.8%	3	5.7%	7
(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:	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]

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

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 Q25

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 any of the following centres? [MR/PR]

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	62.0%	59	41.9%	23	31.3%	19	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	11.2%	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	67.5%	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	21.8%	12	7.3%	4	10.1%	5	35.6%	54	19.2%	14	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								

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												
Q27 Which centre do you visit the most?																								
<i>Those who visit a centre at Q26</i>																								
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
<i>Mean:</i>	<i>0.94</i>	<i>1.33</i>	<i>0.77</i>	<i>1.35</i>	<i>0.88</i>	<i>1.76</i>	<i>1.61</i>	<i>0.86</i>	<i>0.68</i>	<i>0.28</i>	<i>0.20</i>	<i>0.23</i>												
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												

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]																								
Q28A How often do you visit Hanley city centre?																								
<i>Those who visit 'Hanley city centre' most often at Q27</i>																								
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 (Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
	1.7%	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]

Q28B How 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%	14	27.8%	1	20.7%	2	0.0%	0	27.1%	9	0.0%	0	0.0%	0	0.0%	0	99.9%	0	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 months	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
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

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
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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]

Q28C How 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
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
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
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
At least once a month	51.5%	6	66.3%	1	0.0%	0	0.0%	0	33.3%	1	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
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
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
Less often than once every 6 months	9.3%	1	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
Have only visited once (Don't know / varies)	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	100.1%	1
	0.0%	0	0.0%	0	0.0%	0	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>Mean:</i>		<i>1.15</i>		<i>0.87</i>		<i>0.00</i>		<i>1.00</i>		<i>2.60</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.23</i>		<i>0.00</i>		<i>0.00</i>
Weighted base:		11		2		0		1		3		0		0		0		4		0		1
Sample:		9		2		0		1		3		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]

Q28D How 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
At least two times a week	27.6%	9	80.6%	6	0.0%	0	0.0%	0	100.0%	1	8.8%	1	99.9%	0	44.8%	1	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
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
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%	100.0%
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
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
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
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
Have only visited once (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
	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
<i>Mean:</i>		<i>1.96</i>		<i>1.81</i>		<i>0.41</i>		<i>0.00</i>		<i>2.00</i>		<i>2.58</i>		<i>2.00</i>		<i>2.83</i>		<i>0.75</i>		<i>0.00</i>		<i>0.30</i>
Weighted base:		34		7		4		0		1		17		0		1		1		1		0
Sample:		36		2		5		0		2		19		1		3		2		1		0

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											
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?																							
<i>Those who visit 'Meir town centre' most often at Q27</i>																							
Daily	19.4%	3	0.0%	0	100.0%	1	25.5%	2	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	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%
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%
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%
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%
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%
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	100.0%	1	0.0%	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%	1	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	45.2%	1	
Have only visited once (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%
	10.4%	2	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	54.9%	1	
<i>Mean:</i>		2.10		2.00		7.00		2.38		0.10		0.00		0.00		0.00		0.00		0.10		0.00	
Weighted base:		16		1		1		9		1		0		0		0		1		1		1	
Sample:		20		1		1		13		1		0		0		0		1		1		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]

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	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 (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
	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
<i>Mean:</i>		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

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]																								
Q28G How often do you visit Longton town centre?																								
<i>Those who visit 'Longton town centre' most often at Q27</i>																								
Daily	2.9%	6	0.0%	0	0.0%	0	5.0%	6	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
At least two times a week	23.5%	50	26.1%	9	0.0%	0	35.9%	40	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0		
At least once a week	32.0%	69	41.9%	14	26.8%	7	38.0%	42	8.9%	2	0.0%	0	100.1%	1	0.0%	0	0.0%	0	29.1%	2	100.0%	1		
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	48.8%	6	13.9%	1	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	99.9%	0	15.0%	2	29.3%	2	0.0%	0		
At least every two months	2.7%	6	7.5%	3	3.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	13.7%	2	0.0%	0	0.0%	0		
At least every 3 months	7.4%	16	0.0%	0	21.3%	5	5.5%	6	2.6%	1	0.0%	0	0.0%	0	99.9%	0	0.0%	0	22.6%	3	7.0%	0	0.0%	0
At least every 6 months	4.4%	9	0.0%	0	24.7%	6	0.5%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0		
Less often than once every 6 months	1.1%	2	0.0%	0	2.6%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Have only visited once (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		
	1.2%	3	2.0%	1	3.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0		
<i>Mean:</i>		<i>1.12</i>		<i>1.07</i>		<i>0.36</i>		<i>1.52</i>		<i>0.64</i>		<i>0.00</i>		<i>1.00</i>		<i>0.10</i>		<i>0.30</i>		<i>0.33</i>		<i>0.64</i>		<i>1.00</i>
Weighted base:		214		34		25		111		23		0		1		0		13		6		1		1
Sample:		186		26		17		101		17		0		2		1		7		13		1		1
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																								
<i>Those who visit a centre at Q26</i>																								
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
Car / van (as passenger)	10.7%	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
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 moped	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%	0
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
Taxi	1.2%	14	5.3%	10	0.6%	1	0.3%	1	0.0%	0	1.7%	2	0.6%	0	1.2%	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
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
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.7%	8	0.5%	1	0.0%	0	1.1%	2	3.9%	4	0.0%	0	0.8%	0	0.5%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
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

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		
Q29A How do you usually travel to Hanley city centre (main part of journey)?																								
<i>Those who visit 'Hanley city centre' most often at Q27</i>																								
Car / van (as driver)	65.6%	470	36.8%	49	69.6%	105	67.0%	34	63.8%	26	49.7%	22	60.1%	8	71.8%	23	74.6%	20	81.9%	88	88.4%	35	77.5%	61
Car / van (as passenger)	10.7%	77	15.6%	21	10.0%	15	10.3%	5	11.8%	5	5.7%	3	19.8%	3	14.0%	4	2.2%	1	5.8%	6	3.0%	1	16.5%	13
Bus, minibus or coach	17.2%	123	24.7%	33	16.6%	25	22.8%	12	19.4%	8	34.0%	15	15.1%	2	13.3%	4	15.8%	4	12.3%	13	8.6%	3	5.2%	4
Motorcycle, scooter or moped	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
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
Taxi	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
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	0.2%	2	0.0%	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	0.0%	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%	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

Q29B How do you usually travel to Stoke town centre (main part of journey)?

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

Car / van (as driver)	57.2%	37	100.0%	5	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	0.0%	0	22.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Bus, minibus or coach	16.5%	11	0.0%	0	6.9%	1	0.0%	0	28.6%	9	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	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
Walk	16.0%	10	0.0%	0	0.0%	0	0.0%	0	26.5%	8	23.6%	2	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
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	1.2%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
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)	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
Sample:		71		6		11		1		40		3		1		0		1		1		5		2

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
Q29C How do you usually travel to Fenton town centre (main part of journey)?												
<i>Those who visit 'Fenton town centre' most often at Q27</i>												
Car / van (as driver)	50.0%	5	66.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	32.7%	3	0.0%	0	0.0%	0	100.0%	1	66.7%	2	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
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	17.3%	2	33.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Taxi	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
Metro	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
Mobility scooter / disability vehicle	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
(Don't know / varies)	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
Sample:		9		2		0		1		3		0

Q29D How do you usually travel to Burslem town centre (main part of journey)?
Those who visit 'Burslem town centre' most often at Q27

Car / van (as driver)	28.6%	10	0.0%	0	69.9%	3	0.0%	0	45.1%	1	12.6%	2	0.0%	0	72.4%	1	99.9%	1	100.0%	1	0.0%	0	100.0%	1
Car / van (as passenger)	10.9%	4	0.0%	0	30.1%	1	0.0%	0	0.0%	0	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	6.5%	2	19.4%	1	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
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
Walk	31.0%	11	0.0%	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
Taxi	17.8%	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
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	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	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		7		4		0		1		17		0		1		1		1		0		1
Sample:		36		2		5		0		2		19		1		3		2		1		0		1

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	
Q29E How do you usually travel to Meir town centre (main part of journey)?													
<i>Those who visit 'Meir town centre' most often at Q27</i>													
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 45.2%	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 54.9%	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
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
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
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
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	0.0%	0 0.0%	0 0.0%	0 0.0%	0 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
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)	6.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0
Weighted base:		16	1	1	9	1	0	0	0	1	1	1	1
Sample:		20	1	1	13	1	0	0	0	1	1	2	

Q29F How do you usually travel to Tunstall town centre (main part of journey)?*Those who visit 'Tunstall town centre' most often at Q27*

Car / van (as driver)	56.5%	77 100.0%	2 59.8%	12 0.0%	0 0.0%	0 45.6%	10 30.1%	11 80.9%	21 86.7%	15 0.0%	0 0.0%	0 77.6%	6
Car / van (as passenger)	12.1%	17 0.0%	0 6.4%	1 0.0%	0 0.0%	0 7.2%	2 12.2%	5 8.6%	2 10.0%	2 100.0%	4 0.0%	0 14.9%	1
Bus, minibus or coach	12.0%	16 0.0%	0 7.2%	1 0.0%	0 0.0%	0 17.4%	4 20.1%	8 9.3%	2 3.3%	1 0.0%	0 0.0%	0 7.5%	1
Motorcycle, scooter or moped	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Walk	17.4%	24 0.0%	0 26.6%	5 0.0%	0 0.0%	0 22.6%	5 35.5%	13 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Taxi	1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.8%	1 0.0%	0 1.2%	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
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	0.3%	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
Mobility scooter / disability vehicle	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
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)	0.3%	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
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

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												
Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?																								
<i>Those who visit a centre at Q26</i>																								
Choice and range of shops	52.1%	618	49.3%	91	58.8%	122	46.6%	80	48.4%	49	26.4%	24	31.8%	17	57.7%	34	48.6%	22	58.5%	77	73.9%	36	71.3%	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	0.0%	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	0.4%	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

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												
Q30A What is the main reason for visiting Hanley city centre?																								
<i>Those who visit 'Hanley city centre' most often at Q27</i>																								
Choice and range of shops	64.5%	462	52.4%	70	68.7%	103	68.7%	35	78.6%	32	32.6%	14	45.5%	6	76.1%	24	57.0%	15	63.1%	68	85.6%	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	0.0%	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%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Choice of services (hairdressers, banks etc)	1.8%	13	4.5%	6	1.0%	1	1.4%	1	2.9%	1	1.2%	1	5.0%	1	3.1%	1	3.3%	1	0.8%	1	0.0%	0	0.0%	0
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%	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	0.0%	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	36.3%	5	11.9%	4	8.7%	2	15.2%	16	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	2.2%	1	1.7%	2	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	1.1%	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	3.1%	1	0.0%	0	0.0%	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	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	2.4%	1	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	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	10.3%	3	0.8%	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	0.0%	0	0.0%	0	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%	0	0.0%	0	0.8%	1	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	0.0%	0	3.3%	1	2.8%	3	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	0.0%	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	1.1%	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	0.0%	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	0.0%	0	0.8%	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	1.1%	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	1.1%	0	0.8%	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	0.0%	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	8.5%	2	13.4%	14	1.2%	0	8.9%	7
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

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												
Q30B What is the main reason for visiting Stoke town centre?																								
<i>Those who visit 'Stoke town centre' most often at Q27</i>																								
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%	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%	0
Choice of leisure facilities (restaurants, pubs etc)	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
Choice of services (hairdressers, banks etc)	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
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
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	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%	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%	1
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	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
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
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%	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	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
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	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%	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	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%	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%	2
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

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										
Q30C What is the main reason for visiting Fenton town centre?																						
<i>Those who visit 'Fenton town centre' most often at Q27</i>																						
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	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
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
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
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
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
Close to home	17.3%	2	33.7%	1	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
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
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
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
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	0.0%	0	0.0%	0	0.0%	0	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
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
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
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
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
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
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
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
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
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
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
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
(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	100.0%	4	0.0%	0	0.0%	0
Weighted base:		11		2		0		1		3		0		0		0		4		0		1
Sample:		9		2		0		1		3		0		0		0		2		0		1

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												
Q30DWhat is the main reason for visiting Burslem town centre?																								
<i>Those who visit 'Burslem town centre' most often at Q27</i>																								
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%	0	0.0%	0
Choice of services (hairdressers, banks etc)	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
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 centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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%	0	54.8%	1	0.0%	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	0.0%	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	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%	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

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		
Q30E What is the main reason for visiting Meir town centre?														
<i>Those who visit 'Meir town centre' most often at Q27</i>														
Choice and range of shops	10.9%	2	0.0%	0	0.0%	0	12.8%	1	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
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
Choice of services (hairdressers, banks etc)	3.7%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Livestock market	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
Close to home	40.6%	7	100.0%	1	0.0%	0	41.1%	4	0.0%	0	0.0%	0	100.0%	1
Close to work	12.1%	2	0.0%	0	100.0%	1	12.6%	1	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
Convenient car parking	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
Other	3.7%	1	0.0%	0	0.0%	0	6.4%	1	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
Change of scenery	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
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
Compact shopping area	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
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
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
Good market	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
Marks & Spencer	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
(Nothing in particular)	17.4%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	54.9%	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		

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												
Q30F What is the main reason for visiting Tunstall town centre?																								
<i>Those who visit 'Tunstall town centre' most often at Q27</i>																								
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	

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												
Q30G What is the main reason for visiting Longton town centre?																								
<i>Those who visit 'Longton town centre' most often at Q27</i>																								
Choice and range of shops	40.6%	87	51.8%	18	51.6%	13	38.8%	43	16.6%	4	0.0%	0	33.7%	0	99.9%	0	99.9%	0	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:	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	

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 measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																								
<i>Those who visit a centre at Q26</i>																								
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	0.0%	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	0.6%	0	1.3%	1	4.8%	6	0.0%	0	0.8%	1
Install / improve public toilets	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
Less anti-social behaviour	0.8%	10	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / revamp the area	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
More clothes shops	0.5%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.1%	2	4.2%	2	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	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More places to eat or drink (e.g. cafes / restaurants)	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	2.3%	2
Pedestrianised	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
(Nothing / Nothing else)	52.8%	626	48.5%	90	63.9%	133	35.0%	60	52.1%	52	38.4%	35	53.6%	28	44.4%	26	56.0%	25	67.1%	88	72.7%	35	57.3%	53
(Don't know)	2.6%	30	2.2%	4	1.2%	2	1.4%	2	2.7%	3	3.4%	3	1.3%	1	0.9%	1	1.3%	1	1.2%	2	1.6%	1	12.2%	11
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

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												
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	3.3%	7	1.5%	3	1.4%	1	2.8%	3	0.8%	0	6.7%	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	0.0%	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 (Nothing / Nothing else)	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
(Don't know)	78.4%	930	72.8%	134	86.5%	180	79.4%	137	80.3%	81	60.4%	54	75.5%	40	72.0%	43	85.1%	38	83.5%	110	84.7%	41	76.9%	72
	3.2%	38	3.0%	5	1.2%	2	1.4%	2	2.7%	3	5.1%	5	3.9%	2	2.9%	2	2.0%	1	1.2%	2	1.6%	1	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												

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													
3rd Mention																									
Increased choice and range of shops	0.2%	2	0.4%	1	0.3%	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	
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	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	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	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%	0	0.8%	0	0.0%	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	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	0.0%
Improved street cleaning	0.1%	2	0.0%	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	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	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	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	0.0%
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	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	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	0.0%
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	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	0.0%
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	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	0.0%
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	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	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	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	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	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	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	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	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	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	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	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	80.7%
(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	16.8%
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	

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												
Any mention																								
Increased choice and range of shops	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
Discount foodstores within the town centre	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
Improved non-food shops within the town centre	2.7%	32	0.5%	1	0.6%	1	6.7%	12	8.7%	9	5.4%	5	5.2%	3	2.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Improved leisure facilities	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
Improved quality of shops	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
More parking	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
Cheaper parking	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
Improved street cleaning	3.0%	35	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
Increased public transport	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
Cheaper public transport	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
Better environment	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
Better security	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
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	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
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	0.7%	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
Change location of bus stops / bus station	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
Cheaper shops / prices	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
Compact shopping area	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
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	1.3%	15	0.0%	0	0.0%	0	5.1%	9	0.7%	1	0.7%	1	2.5%	1	0.9%	1	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Free parking	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
Improve road system / less traffic	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
Install / improve public toilets	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
Less anti-social behaviour	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
Modernise / revamp the area	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
More clothes shops	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
More independent / specialist shops	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
More places to eat or drink (e.g. cafes / restaurants)	0.3%	4	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	2.3%	2
Pedestrianised	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
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

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												
Q31A Are there any measures that would encourage you to visit Hanley city centre more often?																								
<i>Those who visit 'Hanley city centre' most often at Q27</i>																								
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	68.9%	9	40.7%	13	52.3%	14	68.5%	74	67.2%	26	58.2%	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
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

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												
2nd Mention																								
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	0.0%	0
Better environment	1.8%	13	2.4%	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	0.0%	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	0.0%	0
Other	1.5%	11	2.9%	4	0.9%	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
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	0.6%	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%	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
Free 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
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	0.4%	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	0.0%	0
More 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 (Nothing / Nothing else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	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
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

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
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
Discount foodstores within the town centre	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	1.0%	0
Improved leisure facilities	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	1.4%	1	0.0%	0
More parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Cheaper parking	1.4%	10	0.0%	0	3.6%	5	0.0%	0	1.8%	1	1.2%	1
Improved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.2%	9	3.5%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Better environment	0.5%	3	0.6%	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
Longer opening hours	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	1.5%	2
A Marks & Spencer	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
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
Cheaper shops / prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Compact shopping area	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
Fill empty shops	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	0.9%	1
Improve road system / less traffic	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	4.8%	35	4.7%	6	4.1%	6	0.0%	0	2.6%	1	5.0%	1
Weighted base:		716		134		150		51		40		44
Sample:		618		104		124		31		34		43

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												
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	0.0%	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	8.0%	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	3.0%	4	1.0%	1	12.2%	6	1.8%	1	6.4%	3	0.0%	0	8.5%	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%	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	0.0%	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%	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

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												
Q31B Are there any measures that would encourage you to visit Stoke town centre more often?																								
<i>Those who visit 'Stoke town centre' most often at Q27</i>																								
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	0.0%	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		2		2		3		
Sample:		71		6		11		1		40		3		1		0		1		1		5		2

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
2nd Mention												
Increased choice and range 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%
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%
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%
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%
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 0.0%
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%
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 0.0%
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%
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%
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%
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 0.0%
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%
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%
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 0.0%
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%
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 0.0%
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%
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%
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%
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%
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%
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 0.0%	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%
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%
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%
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%
Pedestrianised (Nothing / Nothing else)	0.0%	0 0.0%	0 0.0%	0 0.0%	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)	82.9%	54 55.7%	3 100.0%	12 100.0%	1 79.3%	25 76.4%	6 0.0%	0 0.0%	0 99.9%	0 100.0%	2 100.0%	2 100.0%
Weighted base:	1.5%	1 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 100.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sample:	65	5	12	1	32	8	0	0	0	2	2	3
	71	6	11	1	40	3	1	0	1	1	5	2

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
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
Discount foodstores within the town centre	3.3%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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%	23.6%	2	0.0%
Better security	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Weighted base:		65		5		12		1		32		8
Sample:		71		6		11		1		40		3

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												
Any mention																								
Increased 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
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	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
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	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
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	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
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	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
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	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
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
Weighted base:		65		5		12		1		32		8		0		0		2		2		3		
Sample:		71		6		11		1		40		3		1		0		1		1		5		2

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
Q31C Are there any measures that would encourage you to visit Fenton town centre more often?												
<i>Those who visit 'Fenton town centre' most often at Q27</i>												
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	10.8%	1	0.0%	0	0.0%	0	33.3%	1	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	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

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
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	10.8%	1	0.0%	0	0.0%	0	33.3%	1	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised (Nothing / Nothing else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	89.2%	10	100.0%	2	0.0%	0	100.0%	1	66.7%	2	0.0%	0
Weighted base:	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sample:	11	2	0	1	3	0	0	0	0	4	0	1
	9	2	0	1	3	0	0	0	0	2	0	1

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
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	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
Sample:		9		2		0		1		3		0

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
Any 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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.8%	1	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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

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
Q31D Are there any measures that would encourage you to visit Burslem town centre more often?												
<i>Those who visit 'Burslem town centre' most often at Q27</i>												
1st Mention												
Increased choice and range of shops	56.0%	19 100.0%	7 53.3%	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%
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%
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%
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%
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%
More parking	1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
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%
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%
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%
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%
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%
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%
Other	3.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 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%
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	0.0%	0 0.0%	0 0.0%	0 0.0%	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%
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%
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%
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%
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 0.0%	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%
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%
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%
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%
Pedestrianised	1.0%	0 0.0%	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%
(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%	1 100.0%	1 0.0%	0 100.0%
(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%
Weighted base:		34	7	4	0	1	17	0	1	1	1	0
Sample:		36	2	5	0	2	19	1	3	2	1	1

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
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
Discount foodstores within the town centre	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	0.0%	0	11.4%	2
Improved leisure facilities	18.2%	6	80.6%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Improved quality of shops	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2
More parking	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
Improved street cleaning	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
Cheaper public transport	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	3.8%	1	0.0%	0
Better security	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
Other	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
A new supermarket	2.8%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised (Nothing / Nothing else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	57.9%	20	19.4%	1	100.0%	4	0.0%	0	100.0%	1	48.3%	8
	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	2
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

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
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
Discount foodstores within the town centre	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
Improved leisure facilities	1.9%	1	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	6.2%	2	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
A new supermarket	1.5%	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	8.7%	3	0.0%	0	0.0%	0	0.0%	0	17.7%	3	0.0%	0
Weighted base:		34		7		4		0		1		17
Sample:		36		2		5		0		2		19

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
Any mention												
Increased choice and range of shops	56.0%	19 100.0%	7 53.3%	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%
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%
Improved non-food shops within the town centre	5.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Improved leisure facilities	20.1%	7 80.6%	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%
Improved quality of shops	6.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
More parking	1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
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%
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%
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%
Better environment	1.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
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%
Other	9.2%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
A new supermarket	4.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
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%
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%
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%
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%
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 0.0%	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%
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%
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%
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%
Pedestrianised	1.0%	0 0.0%	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%
Weighted base:		34	7	4	0	1	17	0	1	1	1	0
Sample:		36	2	5	0	2	19	1	3	2	1	1

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
Q31E Are there any measures that would encourage you to visit Meir town centre more often?												
<i>Those who visit 'Meir town centre' most often at Q27</i>												
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	7.2%	1	0.0%	0	0.0%	0	12.6%	1	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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%	0	100.0%	1	44.7%	4	100.0%	1	0.0%	0
(Don't know)	14.0%	2	0.0%	0	0.0%	0	7.8%	1	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

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
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised (Nothing / Nothing else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	81.5%	13	100.0%	1	100.0%	1	84.4%	8	100.0%	1	0.0%	0
Weighted base:	14.0%	2	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Sample:	16	1	1	9	1	0	0	0	0	1	1	1
	20	1	1	13	1	0	0	0	0	1	1	2

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
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
Discount foodstores within the town centre	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	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
Cheaper public transport	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
Better security	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	14.0%	2	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Weighted base:	16	1	1	1	9	1	0	0	0	0	1	1
Sample:	20	1	1	13	1	0	0	0	0	1	1	2

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										
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
Weighted base:		16		1		1		9		1		0		0		0		1		1		1
Sample:		20		1		1		13		1		0		0		0		1		1		2

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												
Q31F Are there any measures that would encourage you to visit Tunstall town centre more often?																								
<i>Those who visit 'Tunstall town centre' most often at Q27</i>																								
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 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%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	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
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 traffic	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
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%	1	0.0%	0	0.0%	0	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												22		38		26		17		4		0	8
Sample:	217												28		71		49		36		3		0	12

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												
2nd Mention																								
Increased choice and range of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.5%	1	1.7%	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	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	0.0%	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	8.5%	12	0.0%	0	26.6%	5	0.0%	0	0.0%	0	11.8%	3	1.1%	0	9.8%	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	0.0%	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%	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	0.0%	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	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	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	4	0.0%	0	1.5%	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 (Nothing / Nothing else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	72.9%	99	100.0%	2	73.4%	15	0.0%	0	0.0%	0	45.4%	10	74.6%	28	71.8%	19	91.3%	16	100.0%	4	0.0%	0	83.5%	7
	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	8												
Sample:	217	2		16	0	0	28	71	49	36	3	12												

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												
3rd Mention																								
Increased choice and range of 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
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	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	0.0%	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%	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	0.3%	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:		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	

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												
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%	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%	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	0.0%	0	4.7%	1	7.2%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	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	4.4%	1	2.0%	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	3.3%	1	0.0%	0	0.0%	0	9.1%	1
Cheaper parking	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.8%	1	3.6%	1	9.5%	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	5.4%	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	0.4%	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	7.8%	11	0.0%	0	3.9%	1	0.0%	0	0.0%	0	25.1%	5	4.6%	2	4.7%	1	8.7%	2	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	11.9%	16	0.0%	0	33.0%	7	0.0%	0	0.0%	0	14.2%	3	3.9%	1	16.5%	4	0.0%	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	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	10.0%	4	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	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.5%	1	2.2%	1	0.0%	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 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%	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	0.0%	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	0.4%	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	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	4	1.7%	1	1.5%	0	0.0%	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
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

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												
Q31G Are there any measures that would encourage you to visit Longton town centre more often?																								
<i>Those who visit 'Longton town centre' most often at Q27</i>																								
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		13		6		1		1
Sample:		186		26		17		101		17		0		2		1		1		7		13		1

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												
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		
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		
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		
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		
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		
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		
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		
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	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		
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		
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	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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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	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		
Pedestrianised (Nothing / Nothing else)	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		
(Don't know)	79.7%	171	86.4%	29	96.8%	24	76.5%	85	69.4%	16	0.0%	0	100.1%	1	0.0%	0	99.9%	0	69.9%	9	100.0%	6	0.0%	0
Weighted base:	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		
Sample:	214	34	25	111	23	0	1	0	13	6	1													
	186	26	17	101	17	0	2	1	1	7	13	1												

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
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
Discount foodstores within the town centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	21.1%	5	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
Improved leisure facilities	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
More parking	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
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.7%	1	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
Cheaper public transport	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
Better security	2.3%	5	0.0%	0	0.0%	0	4.4%	5	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
Other	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
A new supermarket	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
Cheaper shops / prices	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
Fewer charity shops	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
Free parking	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
Install / improve public toilets	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
Modernise / revamp the area	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
More independent / specialist shops	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
Pedestrianised	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
(Don't know)	2.2%	5	0.0%	0	3.2%	1	1.5%	2	9.5%	2	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

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												
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%	0	0.0%	0	7.7%	9	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	3.5%	7	2.0%	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	0.0%	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	2.0%	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	0.0%	0
Improved street cleaning	4.6%	10	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	3	0.0%	0	100.0%	1	0.0%	0
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	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	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	0.3%	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	41.3%	5	0.0%	0	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	7.5%	1	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	0.3%	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				13		6		1
Sample:		186		26		17		101		17		0		2		1				7		13		1

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		
Q32A Why don't you visit Hanley City Centre? [MR]																								
<i>Those who don't visit Hanley City Centre at Q26</i>																								
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
Too 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
Too 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
Unable to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	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	40.6%	12
	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	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
Sample:		297		13		50		31		18		24		20		18		23		23		42		35

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												
Q32B Why don't you visit Stoke Town Centre? [MR]																								
<i>Those who don't visit Stoke Town Centre at Q26</i>																								
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 to get to	0.9%	8	0.0%	0	1.2%	2	1.5%	2	0.0%	0	0.0%	0	1.7%	1	1.9%	1	4.0%	2	0.0%	0	0.0%	0	1.3%	1
Too busy	0.7%	6	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
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	0.8%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	37.2%	346	27.3%	38	33.5%	59	33.9%	43	39.2%	12	26.3%	17	46.5%	18	36.0%	18	38.6%	16	41.6%	49	54.8%	32	50.2%	45
	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

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												
Q32C Why don't you visit Fenton Town Centre? [MR]																								
<i>Those who don't visit Fenton Town Centre at Q26</i>																								
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	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
Environmental quality of centre	1.0%	11	0.0%	0	0.4%	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
To 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
Not 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
Inconveniently 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
Expensive 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
Other	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
Dislike 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
Housebound / don't get out much	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
Not 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%	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	0.5%	1
Poor traffic system / difficult to get to	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Unable to get there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	45.2%	499	36.6%	58	41.2%	86	46.5%	61	56.2%	41	42.6%	35	49.4%	23	35.9%	19	37.9%	15	48.2%	65	64.0%	44	48.6%	54
	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
Weighted base:		1103		158		208		131		73		82		46		52		41		135		68		111
Sample:		1109		121		180		110		71		90		85		90		85		89		92		96

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												
Q32D Why don't you visit Burslem Town Centre? [MR]																								
<i>Those who don't visit Burslem Town Centre at Q26</i>																								
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%	11	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	0.0%	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%	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%	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%	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%	7	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%	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%	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	0.0%	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	0.0%	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%	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%	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%	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%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	42.7%	455	33.5%	53	45.2%	91	38.5%	63	40.2%	34	18.7%	7	35.4%	11	41.8%	18	38.4%	15	46.1%	60	62.7%	44	54.4%	60
	2.2%	24	1.0%	2	1.6%	3	2.9%	5	1.5%	1	0.0%	0	0.0%	0	3.6%	2	2.3%	1	1.1%	1	1.7%	1	7.1%	8
Weighted base:		1066		159		201		163		84		36		31		42		39		130		71		109
Sample:		1056		132		170		140		87		37		60		71		82		85		98		94

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												
Q32E Why don't you visit Meir Town Centre? [MR]																								
<i>Those who don't visit Meir Town Centre at Q26</i>																								
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	0.5%	6	0.0%	0	0.7%	2	2.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
Choice of leisure facilities (cinema, gym, pubs 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
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	34.4%	59	27.5%	62	21.9%	23	19.4%	18	49.6%	45	30.3%	16	42.5%	25	43.6%	21	19.1%	26	11.5%	8	16.0%	19
Not accessible by public transport	1.1%	13	0.9%	2	1.2%	3	1.3%	1	0.6%	1	0.0%	0	1.2%	1	1.0%	1	1.8%	1	1.2%	2	1.3%	1	1.9%	2
Inconveniently located car parking	0.4%	5	0.0%	0	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Expensive car parking	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	0.6%	0	0.0%	0
Other	1.0%	11	0.9%	2	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	5.1%	6
Dislike it in general	0.4%	5	0.4%	1	0.3%	1	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	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	1.0%	1	2.3%	1	0.6%	1	0.0%	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	0.3%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Unable to get there	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
Nothing, no reason to visit (Don't know)	45.7%	529	39.5%	67	41.4%	93	46.0%	48	54.8%	50	37.3%	34	48.2%	25	44.3%	26	39.5%	19	47.7%	64	66.4%	44	50.5%	59
Weighted base:		1156		170		225		103		91		90		53		59		48		135		67		116
Sample:		1172		140		188		84		91		95		97		96		96		89		94		102

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												
Q32F Why don't you visit Tunstall Town Centre? [MR]																								
<i>Those who don't visit Tunstall Town Centre at Q26</i>																								
Lack 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
Choice 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	0.0%	0	0.0%	0	0.0%	0	0.9%	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
Environmental 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
To 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
Not 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
Inconveniently 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
Expensive 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
Other	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
Dislike 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
Housebound / don't get out much	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
Not 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
Nothing 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
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	2.3%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	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
	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
Weighted base:		947		160		182		162		91		31		4		16		16		131		71		83
Sample:		885		125		156		141		91		34		8		25		38		90		98		79

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												
Q32G Why don't you visit Longton Town Centre? [MR]																								
<i>Those who don't visit Longton Town Centre at Q26</i>																								
Lack 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
Lack 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
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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
To 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%	12	49.5%	28	46.7%	21	17.8%	17	6.1%	4	20.1%	21
Not accessible by public transport	1.5%	12	1.6%	2	1.7%	3	0.0%	0	1.1%	1	0.7%	1	1.6%	1	2.3%	1	0.7%	0	0.8%	1	0.8%	0	2.6%	3
Inconveniently located car parking	0.3%	2	0.0%	0	1.3%	2	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
Expensive car parking	0.1%	1	0.0%	0	0.4%	1	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
Other	1.2%	10	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0	5.5%	5	2.1%	1	0.6%	1
Dislike it in general	0.4%	3	0.9%	1	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Housebound / don't get out much	0.6%	5	2.1%	2	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1
Not familiar with the area / never been	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
Nothing 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
Poor 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	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Unable to get there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	49.0%	393	45.3%	44	44.2%	72	60.6%	7	50.0%	26	37.2%	28	55.0%	23	38.1%	22	40.9%	18	54.2%	53	69.8%	40	57.6%	60
	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
Weighted base:		802		97		163		11		53		76		42		57		44		98		58		104
Sample:		902		85		157		13		54		83		78		90		93		75		78		96
Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]																								
Yes, 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
Yes, 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
Yes, 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
No	34.8%	454	43.9%	84	31.5%	74	31.7%	55	39.7%	41	44.1%	42	45.6%	25	25.9%	16	38.5%	19	29.0%	44	28.2%	20	29.0%	34
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

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		
Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]																								
<i>Those who make use of electronic home shopping at Q33</i>																								
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 Tickets	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
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	8.1%	4	13.2%	11
Major electrical items	17.0%	145	18.3%	20	9.2%	15	19.8%	24	19.5%	12	17.6%	9	14.3%	4	16.1%	7	27.8%	8	16.2%	18	22.0%	11	19.3%	16
Small electrical items	27.8%	237	31.3%	34	32.2%	52	28.2%	34	25.7%	16	34.9%	19	15.4%	5	28.3%	13	31.8%	10	23.2%	25	21.8%	11	23.3%	19
Small household goods	11.1%	94	3.4%	4	5.8%	9	15.7%	19	13.4%	8	21.0%	11	8.3%	2	16.3%	7	12.4%	4	11.3%	12	6.1%	3	17.0%	14
Sports goods	8.9%	75	0.8%	1	9.0%	15	4.1%	5	3.2%	2	10.1%	5	2.2%	1	10.6%	5	10.8%	3	21.1%	23	8.4%	4	14.3%	12
Toys	11.5%	98	4.7%	5	10.2%	17	7.5%	9	9.3%	6	33.5%	18	10.0%	3	19.6%	9	18.3%	6	9.1%	10	14.3%	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	2.3%	1	12.0%	4	2.8%	3	1.5%	1	1.7%	1
Art & Craft goods	0.5%	4	0.0%	0	0.8%	1	0.0%	0	3.5%	2	0.0%	0	1.1%	0	1.3%	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	0.0%	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	2.2%	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	0.0%	0	3.1%	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	15.2%	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	0.0%	0	4.5%	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	

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		
Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]																								
<i>Those who make use of electronic home shopping at Q33</i>																								
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	5.0%	2	3.8%	1	5.2%	6	9.2%	5	9.9%	8
Furniture / Carpets	5.4%	46	3.2%	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	0.6%	1	1.0%	2	3.1%	4	3.4%	2	1.9%	1	2.5%	1	0.8%	0	9.8%	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	21.2%	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	9.5%	4	3.8%	1	7.6%	8	3.8%	2	16.5%	14
Sports goods	5.4%	46	0.8%	1	4.4%	7	3.4%	4	5.7%	4	6.6%	3	2.2%	1	3.3%	2	1.9%	1	6.6%	7	13.0%	7	12.6%	11
Toys	9.0%	77	0.0%	0	6.4%	10	15.6%	19	7.5%	5	14.6%	8	1.4%	0	6.3%	3	13.3%	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	0.6%	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	1.3%	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	0.0%	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	2.5%	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	0.0%	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	0.8%	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	32.6%	15	43.0%	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

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												
Q36 Which of these leisure activities do you participate 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 activities	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
(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

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												
Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?																								
<i>Those that participate in Health and Fitness or Leisure centre activities at Q36</i>																								
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
Club 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
Fenton 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
Joiners 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
M 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
Northwood 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
Pure 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
Stanley 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
Wallace 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
Bentilee - 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
Bucknall - 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
Fenton Town Centre	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
Zone 2																								
Bradwell 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

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
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
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
Silverdale Community Centre, The Downs, Silverdale	0.2%	1	0.0%	0	1.1%	1	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
Xercise4Less, Newcastle-under-Lyme	3.3%	12	0.0%	0	15.6%	12	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	1.2%	4	0.0%	0	5.1%	4	0.0%	0	0.0%	0	4.0%	0
Zone 3												
Awesome Walls, Longton	0.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Fight Factory, Longton	0.6%	2	0.0%	0	0.0%	0	7.3%	2	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
Meir Fitness Centre, Meir	0.2%	1	0.0%	0	0.0%	0	2.0%	1	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
Premier Fitness, Blurton	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Zone 4												
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
MAC Sports & Leisure, Trent Vale	0.5%	2	0.0%	0	0.0%	0	3.9%	1	2.8%	1	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
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
Revolutionary Fitness, Stoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Trentham Community Sports Centre, Allerton Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Zone 5												
21st Century Leisure, Davenport Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
Longport																								
Dimensions Leisure Centre, Scotia Road, Burslem	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
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	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
Zone 8																								
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	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
Zone 9																								
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	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	18	1.8%	0	0.0%	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	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
Zone 11																								

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												
Alsager Leisure Centre, Alsager	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
Community Centre, Rode Heath	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
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
Gymphobics, 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	0.0%	0	3.4%	1	0.0%	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																								
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	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
Outside the Study Area - Stafford																								
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
Gymphobics, 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	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
Outside the Study Area - Telford & Wrekin																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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
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

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
Sample:	266	23	43	25	17	13	9	24	21	28	27	36

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												
Q38 Which centre/facility did you last visit to go the cinema?																								
<i>Those who go to the Cinema at Q36</i>																								
Zone 1																								
Odeon Cinema, Festival Park, Etruria Road, Stoke-on-Trent	37.9%	233	74.3%	60	12.2%	16	37.2%	34	16.8%	7	64.6%	25	64.5%	10	39.6%	12	55.0%	10	53.3%	42	8.0%	3	25.3%	15
Regent Theatre, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent	0.5%	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	2.4%	1
Zone 2																								
Vue Cinema, The Square, Market Arcade, Newcastle-under-Lyme	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
Zone 9																								
Foxlowe Arts Centre, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 11																								
Alsager Civic Cinema, Lawson Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																								
Cinemas, Heritage Centre, Roe 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
Odeon Cinema, Phoenix Leisure Park, Crewe	1.9%	12	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	17.7%	11
Outside the Study Area - East Staffordshire																								
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	3.1%	19	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	12	9.6%	3	0.0%	0
Outside the Study Area - North West Region																								
Parrs Wood, East Didsbury, Manchester	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	0.0%	0	0.0%	0	10.0%	6
Odeon Cinema, The Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Odeon IMAX, The Printworks, Manchester	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
The Studio Cinema, Civic Centre, Knutsford	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	1.9%	1
Vue Cinema, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																								
Festival Drayton Cinema, Frogmore Road, Market	0.6%	4	0.0%	0	0.5%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.2%	0	0.0%	0

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
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
Outside the Study Area - Telford & Wrekin												
Odeon Cinema, Woodhouse Central, Telford	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												
Showcase Cinema, Walsall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Vue Cinema, Star City, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Others												
Other - Outside Study Area	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
(Don't know / can't remember)	2.3%	14	1.0%	1	0.0%	0	0.0%	0	4.2%	1	1.3%	0
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

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
Q39 Which centre/facility did you last visit to go to a restaurant?												
<i>Those who go to Restaurants at Q36</i>												
Zone 1												
Ashbank	0.3%	2	2.4%	2	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
Birches Head Local Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Centre (Hanley)	8.1%	65	11.9%	10	1.0%	2	14.3%	17	15.0%	9	13.1%	7
Fenton Town Centre	0.6%	5	1.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Sneyd Green	0.1%	1	1.0%	1	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
Abbey Hulton - Abbots Road Local Centre	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
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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Dividy Road	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	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	1.0%	1	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
Etruria - Etruria Old Road Local Centre	0.2%	1	0.8%	1	0.0%	0	0.5%	1	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
Fenton - Victoria Road Local Centre	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 Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Milton - Leek Road/Millrise Road Local Centre	0.5%	4	3.9%	3	0.0%	0	0.6%	1	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

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												
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												
Shelton - College Road Local Centre	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												
Sneyd Green - Milton Road Local Centre	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												
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	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												
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												
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%	5.3%												
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Zone 2																								
Apedale	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												
Basford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0												
Betley Local Centre	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0												
Blackbrook	0.2%	2	0.0%	0	1.3%	2	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												
Chesterton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0												
Clayton	0.6%	5	0.0%	0	0.0%	0	4.1%	5	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												
Madeley	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												
Newcastle-under-Lyme Town Centre	16.4%	132	12.3%	11	54.9%	87	5.8%	7	21.2%	13	3.0%	2	14.8%	4	8.4%	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												
Whitmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Wolstanton	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0												
Woore	0.4%	3	0.0%	0	1.2%	2	0.0%	0	1.1%	1	0.0%	0												
Wrinehill	0.3%	2	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												
Castle Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												

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
Centre, Newcastle-under-Lyme	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
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
Zone 3	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
Caverswall	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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
Forsbrook	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
Longton Town Centre	1.3%	11	3.0%	3	0.8%	1	5.2%	6	0.9%	1	0.0%	0
Meir Town Centre	0.4%	3	0.0%	0	0.0%	0	2.7%	3	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
Blurton - Blurton Road Local Centre	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
Blurton - Nashe Drive Local Centre	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
Dresden - Chaplin Road	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
Dresden - Trentham Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	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

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
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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 4												
Hanchurch	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%	12	10.6%	7	0.0%	0
Trentham	1.3%	10	0.0%	0	0.8%	1	3.6%	4	2.3%	1	3.6%	2
The Trentham Lakes	0.6%	5	3.0%	3	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Trent Vale	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
Hanford - Mayne Street Local Centre	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
Harpfield - Woodberry Close Local Centre	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	0.0%	0	0.9%	1	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
Penkhull - Manor Court Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham - The Lea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham - Werburgh Drive Local Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0
Trentham Lakes - Stanley Matthews Way Local Centre	1.2%	9	0.0%	0	5.0%	8	0.0%	0	1.8%	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
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
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
Zone 5												
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westport Lake, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Stoke on Trent Household Survey For WYG

By Zone

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Burslem Town Centre	2.3%	19	6.6%	6	0.5%	1	0.6%	1	1.1%	1	10.3%	5	11.0%	3	3.5%	2	3.7%	1	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 Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	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	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Zone 6																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Kidsgrove 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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
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%	1	32.4%	9	0.0%	0	0.0%	0	5.6%	5
Gillow 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
Zone 9																								
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	0.0%	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	1.0%	1	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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
Denford, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endon	1.8%	14	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.0%	5
Foxt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freehay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Froghall Wharf	0.1%	1	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
Leek Town Centre	4.8%	39	0.8%	1	0.0%	0	1.8%	2	0.0%	0	7.5%	4
Longsdon	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
Rudyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stanley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stockton Brook	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	5
Tea	0.5%	4	0.0%	0	0.0%	0	1.8%	2	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
Tittesworth	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
Upper Tea	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
Werrington	2.0%	16	0.8%	1	0.0%	0	2.4%	3	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
Smithfield Centre, Leek	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
Eccleshall Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilderstone	0.1%	1	0.0%	0	0.0%	0	0.6%	1	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
Modderstone	0.1%	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%	5	11.1%	13	7.2%	5	1.0%	1
Swynnerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Yarnfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
Alsager Town Centre	2.8%	22	0.8%	1	0.0%	0	0.0%	0	1.2%	1	9.3%	2
Congleton Town Centre	4.1%	33	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0
Rode Heath	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	1.4%	0
Somerford	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	0.9%	0
Bridestone Shopping Centre, Congleton	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
Congleton Retail Park, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham												
Birmingham City Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												

Stoke on Trent Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Alderley Edge Local Centre	0.1%	1	0.0%	0	0.0%	0	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
Macclesfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sandbach Town Centre	0.7%	5	0.8%	1	0.0%	0	0.5%	1	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
Stadium Retail Park, Crewe	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
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
Cheshire Oaks, Ellesmere Port	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Midlands Region												
Buxton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside the Study Area - East Staffordshire												
Uttoxeter Town Centre	0.3%	2	0.0%	0	0.0%	0	1.1%	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
Outside the Study Area - Manchester												
Manchester City Centre	1.7%	14	0.0%	0	1.5%	2	4.1%	5	0.0%	0	8.0%	4
Outside the Study Area - Merseyside												
Liverpool City Centre	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												
Ashley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - North West Region												
Bollington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Outside the Study Area - Shropshire												
Market Drayton Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
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
Friary Retail Park, Stafford	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

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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
Stafford												
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	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
Outside the Study Area - Telford & Wrekin												
Newport Town Centre	0.0%	0	0.0%	0	0.0%	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	0.8%	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	6.6%	5
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other - Outside Study Area	5.8%	47	0.0%	0	6.9%	11	2.1%	3	6.2%	4	8.0%	4
Abroad	0.4%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	0
(Don't know / can't remember)	8.1%	65	9.3%	8	9.9%	16	11.5%	14	7.6%	5	10.0%	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

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
Q40 Which centre/facility did you last visit to go to bars, pubs and nightclubs?												
<i>Those that go to Pubs/bars, Nightclubs or a Social club at Q36</i>												
Zone 1												
Ashbank	0.1%	1	0.8%	1	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	1.9%	0
Birches Head Local Centre	1.2%	8	9.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Centre (Hanley)	4.8%	33	20.4%	17	0.6%	1	0.8%	1	2.6%	1	13.7%	6
Fenton Town Centre	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sneyd Green	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Northwood	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
Abbey Hulton - Leek Road Local Centre	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	0.2%	1	0.0%	0	0.0%	0	0.8%	1	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
Bentilee - Devonshire Square Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee - Dividy Road	0.1%	1	0.8%	1	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaton Park - Southall Way Local Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Etruria - Etruria Old Road Local Centre	0.3%	2	0.0%	0	0.5%	1	0.0%	0	2.6%	1	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
Fenton - Victoria Road Local Centre	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 Centre	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	1.0%	7	6.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Northwood - Keelings Road Local Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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
Shelton - College Road Local Centre	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
Sneyd Green - Milton Road Local Centre	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
Victoria Road Retail Park, Fenton	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
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
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
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
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
Zone 2												
Apedale	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
Basford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betley Local Centre	0.2%	1	0.0%	0	0.5%	1	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
Bradwell	0.1%	1	0.0%	0	0.5%	1	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
Clayton	1.1%	8	0.0%	0	4.9%	7	0.0%	0	1.3%	1	0.0%	0
Knutton	0.1%	1	0.0%	0	0.6%	1	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
May Bank	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	17.9%	122	3.0%	3	63.6%	90	6.3%	6	37.0%	17	9.7%	4
Silverdale	0.9%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0
Whitmore	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Wolstanton	0.6%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.9%	0
Woore	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Wrinehill	0.3%	2	0.0%	0	0.6%	1	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
Castle Walk Shopping	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
Centre, Newcastle-under-Lyme	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
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
Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Caverswall	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Dresden	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Forsbrook	0.1%	1	0.0%	0	0.0%	0	0.8%	1	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
Longton Town Centre	2.6%	18	0.0%	0	3.9%	5	11.8%	11	4.1%	2	0.0%	0
Meir Town Centre	0.5%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Meir Heath	0.2%	2	0.0%	0	0.0%	0	1.9%	2	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dresden - Chaplin Road	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Dresden - Carlisle Street Local Centre	0.8%	5	0.0%	0	0.0%	0	5.8%	5	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
Hollybush - Blurton Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwood - Belgrave Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Meir Hay - Amison Street Local Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Meir Park - Lysander Road Local Centre	0.4%	3	0.0%	0	0.0%	0	3.3%	3	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	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

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
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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.8%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Zone 4												
Hanchurch	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
Trentham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
The Trentham Lakes	0.1%	1	0.0%	0	0.0%	0	0.7%	1	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
Basford - Etruria Road Local Centre	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
Hanford - New Inn Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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
Hartshill - Hartshill Road Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	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
Penkhull - Manor Court Road Local Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	4	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
Trentham - Werburgh Drive Local Centre	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
West End - London Road Local Centre	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
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
Zone 5												
Brown Edge	0.8%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	9.3%	4
Westport Lake, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
Burslem Town Centre	3.7%	25	13.1%	11	0.5%	1	3.3%	3	0.0%	0	18.6%	9	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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	0.2%	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	0.0%	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	0.0%	0
Smallthorne - Ford Green Road Local Centre	0.2%	2	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	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
Zone 6																								
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	1.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Kidsgrove 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%	0	10.3%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0
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
Zone 8																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
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	2.1%	2	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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												
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	0.0%	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	0.0%	0	1.0%	1	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	0.4%	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	0.0%	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	0.0%	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	0.4%	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	0.8%	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	0.0%	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	0.0%	0
Tea	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	0.0%	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	0.1%	1	0.0%	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
Upper Tea	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
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	0.0%	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	0.0%	0
Wetley 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	0.0%	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%	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%	0	0.0%	0
Eccleshall Town Centre	0.9%	6	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	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	0.1%	0	0.0%	0	0.0%	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
Stone 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	0.8%	0	0.0%	0	0.0%	0
Yarnfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Alsager Town Centre	3.1%	21	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	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	5.0%	2	16.2%	4	0.0%	0	0.0%	0	0.0%	0	40.5%	29
Rode Heath	0.9%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Scholar Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerford	0.1%	1	0.0%	0	0.0%	0	0.0%	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
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, 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																								
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

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
Alderley Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.7%	5	1.0%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	1.1%	7	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
Stadium Retail Park, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Chester City Centre	0.7%	5	0.0%	0	0.0%	0	5.5%	5	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
Outside the Study Area - Derbyshire Dales												
Ashbourne Town Centre	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.6%	1	0.0%	0
Outside the Study Area - East Midlands Region												
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Uttoxeter Town Centre	0.1%	1	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
Outside the Study Area - Manchester												
Manchester City Centre	1.5%	11	6.7%	6	0.6%	1	0.0%	0	0.0%	0	4.1%	2
Outside the Study Area - Merseyside												
Liverpool City Centre	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												
Ashley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - North West Region												
Bollington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire												
Market Drayton Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
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
Friary Retail Park, Stafford	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

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
Stafford												
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	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
Outside the Study Area - Telford & Wrekin												
Newport Town Centre	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
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	1.0%	1
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other - Outside Study Area	3.6%	25	8.3%	7	0.0%	0	1.3%	1	1.6%	1	10.6%	5
Abroad	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
(Don't know / can't remember)	5.8%	40	2.6%	2	1.1%	2	17.3%	16	5.7%	3	2.3%	1
Weighted base:	684	85	141	90	45	46	18	38	24	78	48	70
Sample:	593	53	114	67	40	39	31	50	41	46	54	58

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	
Q41 Which centre/facility did you last visit to go ten-pin bowling?													
<i>Those who go to Ten pin bowling at Q36</i>													
Zone 1													
Tenpin, Festival Park, Etruria Road, Stoke-on-Trent	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
Zone 5													
Tenpin, St Quentins 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 - Cheshire East													
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	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
Outside the Study Area - East Staffordshire													
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	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
Outside the Study Area - Shropshire													
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	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
Outside the Study Area - Stafford													
Tenpin, Greyfriars Place, Stafford	5.5%	14 0.0%	0 4.6%	2 11.1%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 85.8%	7 0.0%	0
Other													
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)	2.9%	7 0.0%	0 2.8%	1 5.0%	2 0.0%	0 0.0%	0 0.0%	0 6.4%	1 0.0%	0 3.4%	2 9.2%	1 2.5%	1
Weighted base:	257	32	53	44	15	11	5	12	6	48	8	23	
Sample:	150	16	29	17	8	8	7	14	9	19	10	13	

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													
Q42 Which centre/facility did you last visit for bingo?																									
<i>Those who go to Bingo at Q36</i>																									
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	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	100.0%	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	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	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	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	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	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	0
Top 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	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	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	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	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	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	0
Congleton 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	4.5%	1	
Outside the Study Area - Cheshire East																									
Mecca Bingo, Phoenix Leisure Park, Crewe	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	
Outside the Study Area - Dudley																									
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	0
Mecca Bingo, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 - Shropshire																									
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	0
Outside the Study Area - Stafford																									
Gala Bingo, Queens Retail Park, Stafford	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	
Outside the Study Area - Telford & Wrekin																									
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	0

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
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
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
Mecca Bingo, Springvale Estate, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other - Outside Study Area	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
(Don't know / can't remember)	6.8%	6	0.0%	0	27.6%	5	0.0%	0	0.0%	0	12.2%	0
Weighted base:	85	15	20	9	7	3	3	2	1	8	4	13
Sample:	66	12	12	10	4	5	7	3	3	2	3	5

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
Q43 Which centre/facility did you last visit for art/culture activities (i.e. theatres / galleries / museums)?												
<i>Those who visit the Theatre / Concert Hall or Museum / Art galleries at Q36</i>												
Zone 1												
Ashbank	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
Birches Head Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Centre (Hanley)	61.6%	420	76.2%	65	65.3%	92	67.2%	63	49.1%	24	74.0%	38
Fenton Town Centre	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
Northwood	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Dividy Road	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	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
Etruria - Etruria Old Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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
Fenton - Victoria Road Local Centre	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 Centre	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
Northwood - Keelings Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
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
Shelton - College Road Local Centre	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
Sneyd Green - Milton Road Local Centre	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
Victoria Road Retail Park, Fenton	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)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	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
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
Festival 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
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
Zone 2												
Apedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Audley	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Basford Local Centre	0.7%	5	0.0%	0	0.9%	1	1.3%	1	2.4%	1	2.0%	1
Betley Local Centre	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
Bradwell	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
Clayton	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
Madeley	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
Newcastle-under-Lyme Town Centre	6.1%	42	0.8%	1	8.5%	12	2.1%	2	28.6%	14	5.0%	3
Silverdale	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
Wolstanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woore	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
Brampton Park, Newcastle-under-Lyme	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0
Castle Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Centre, Newcastle-under-Lyme	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
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
Zone 3	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
Caverswall	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
Forsbrook	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
Longton Town Centre	0.5%	4	3.0%	3	0.0%	0	0.8%	1	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
Meir Heath	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
Blurton - Finstock Avenue Local Centre	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
Blurton - Wimborne Avenue Local Centre	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
Dresden - Carlisle Street Local Centre	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
Hollybush - Blurton Road Local Centre	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
Meir Hay - Amison Street Local Centre	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
Normacot - Uttoxeter Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	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

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
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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4												
Hanchurch	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
Trentham	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
Trent Vale	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
Hanford - Mayne Street Local Centre	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
Harpfield - Woodberry Close Local Centre	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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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
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
West End - London Road Local Centre	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
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
Zone 5												
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westport Lake, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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												
Burslem Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.7%	2	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 Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	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
Zone 6																								
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	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
Zone 7																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
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

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
Denford, Leek	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
Foxt	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
Froghall Wharf	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
Leek Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Longsdon	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
Rudyard	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
Stockton Brook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tea	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
Tittesworth	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
Upper Tea	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
Werrington	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
Smithfield Centre, Leek	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
Eccleshall Town Centre	0.2%	1	1.6%	1	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
Meaford	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
Stone Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.6%
Swynnerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11												
Alsager Town Centre	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%	4.3%
Rode Heath	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
Somerford	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
Bridestone Shopping Centre, Congleton	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
Congleton Retail Park, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham												
Birmingham City Centre	1.2%	8	0.0%	0	1.1%	2	1.3%	1	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												

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
Alderley Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.9%	6	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.7%	3
Macclesfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	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
Stadium Retail Park, Crewe	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
Outside the Study Area - Cheshire West & Chester												
Chester City Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	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
Outside the Study Area - Derbyshire Dales												
Ashbourne Town Centre	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												
Buxton Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Uttoxeter Town Centre	0.6%	4	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
Outside the Study Area - Manchester												
Manchester City Centre	5.9%	40	0.0%	0	3.7%	5	5.9%	6	4.4%	2	4.7%	2
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
Outside the Study Area - Newcastle-under-L yme												
Ashley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - North West Region												
Bollington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire												
Market Drayton Town Centre	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
Friary Retail Park, Stafford	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

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
Stafford												
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	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
Outside the Study Area - Telford & Wrekin												
Newport Town Centre	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	3.7%	2	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
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other - Outside Study Area	8.1%	55	10.0%	9	6.9%	10	10.1%	9	2.6%	1	1.0%	1
Abroad	0.5%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know / can't remember)	5.7%	39	5.5%	5	9.2%	13	5.3%	5	1.2%	1	4.9%	3
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

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
Q44 Which centre/facility did you last visit for running / cycling / outdoor activities?												
<i>Those who participate in Running / Cycling / Outdoor activities at Q36</i>												
Zone 1												
Ashbank	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
Birches Head Local Centre	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
Fenton Town Centre	1.2%	4	2.1%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Sneyd Green	1.6%	6	17.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.2%	1	2.5%	1	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
Abbey Hulton - Leek Road Local Centre	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
Bentilee - Beverley Drive Local Centre	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
Bentilee - Dividy Road	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
Berry Hill - Twigg Street Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bucknall - Causeley Road Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall - Werrington Road Local Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	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
Etruria - Etruria Old Road Local Centre	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
Fenton - Victoria Road Local Centre	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 Centre	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	0.7%	3	7.6%	3	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

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
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
Shelton - College Road Local Centre	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
Sneyd Green - Milton Road Local Centre	0.4%	1	4.1%	1	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
Victoria Road Retail Park, Fenton	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
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
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
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	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
Zone 2												
Apedale	0.2%	1	0.0%	0	1.3%	1	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
Basford Local Centre	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
Blackbrook	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
Chesterton	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
Knutton	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
May Bank	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
Silverdale	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
Wolstanton	1.6%	5	0.0%	0	8.6%	5	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
Wrinehill	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
Castle Walk Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Centre, Newcastle-under-Lyme	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
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
Zone 3	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
Caverswall	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
Forsbrook	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
Longton Town Centre	2.3%	8	0.0%	0	3.9%	2	13.7%	5	2.7%	1	0.0%	0
Meir Town Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	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
Blurton - Blurton Road Local Centre	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
Blurton - Nashe Drive Local Centre	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
Dresden - Chaplin Road	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
Dresden - Trentham Road Local Centre	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
Lightwood - Belgrave Road Local Centre	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
Meir Park - Lysander Road Local Centre	1.0%	3	0.0%	0	0.0%	0	9.0%	3	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
Sandford Hill - Heathcote Street Local Centre	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
Weston Coyney - New Kingsway Local Centre	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

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
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
Longton Retail Park, Longton	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
Meir Retail Park, Uttoxeter Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4												
Hanchurch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Stoke Town Centre	3.5%	12	14.2%	5	1.1%	1	1.9%	1	5.3%	1	9.1%	3
Trentham	1.4%	5	2.5%	1	0.0%	0	9.0%	3	3.3%	1	0.0%	0
The Trentham Lakes	3.6%	13	0.0%	0	0.0%	0	0.0%	0	24.8%	5	15.3%	4
Trent Vale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	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
Hanford - Mayne Street Local Centre	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
Harpfield - Woodberry Close Local Centre	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
Oakhill - London Road Local Centre	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
Trentham - The Lea Local Centre	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%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	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
West End - London Road Local Centre	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
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
Zone 5												
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westport Lake, Stoke-on-Trent	1.4%	5	0.0%	0	3.9%	2	0.0%	0	0.0%	0	6.8%	2

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												
Burslem Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	3	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 Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Zone 6																								
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	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
Zone 7																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
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	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
Zone 9																								
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

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
Denford, Leek	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
Foxt	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
Froghall Wharf	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	5.5%	3
Leek Town Centre	6.5%	23	0.0%	0	0.0%	0	15.1%	6	0.0%	0	23.6%	13
Longsdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Oakamoor	0.4%	1	4.1%	1	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	5.5%	3
Stanley	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
Tea	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	10.1%	5
Tittesworth	0.7%	3	7.6%	3	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
Upper Tea	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
Werrington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Wetley Rocks	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
Zone 10												
Barlaston Local Centre	0.8%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.7%	0
Eccleshall Town Centre	0.2%	1	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
Meaford	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
Stone Town Centre	4.1%	14	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Swynnerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Zone 11												
Alsager Town Centre	4.9%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0
Congleton Town Centre	6.2%	22	0.0%	0	0.0%	0	0.0%	0	25.1%	3	0.0%	0
Rode Heath	0.6%	2	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
Somerford	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
Bridestone Shopping Centre, Congleton	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
Congleton Retail Park, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham												
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East												

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
Alderley Edge Local Centre	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
Macclesfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sandbach Town Centre	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
Stadium Retail Park, Crewe	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	0.7%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West & Chester												
Chester City Centre	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
Outside the Study Area - Derbyshire Dales												
Ashbourne Town Centre	0.6%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Outside the Study Area - East Midlands Region												
Buxton Town Centre	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - East Staffordshire												
Uttoxeter Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	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
Outside the Study Area - Manchester												
Manchester City Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Merseyside												
Liverpool City Centre	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												
Ashley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - North West Region												
Bollington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire												
Market Drayton Town Centre	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	0.1%	0	0.0%	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
Greyfriars Place Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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
Stafford												
Guildhall Shopping Centre, Stafford	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
Madford Retail Park, Stafford	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
Outside the Study Area - Telford & Wrekin												
Newport Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Telford Town Centre	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	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Cannock Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Others												
Other - Outside Study Area	4.9%	17	5.0%	2	2.3%	1	3.6%	1	16.5%	4	0.0%	0
Abroad	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
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 normally travel when visiting leisure destinations?

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 moped	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
Walk	10.4%	135	15.3%	29	12.6%	30	3.7%	6	10.2%	11	9.6%	9	10.8%	6	8.0%	5	13.1%	6	8.0%	12	10.9%	8	11.1%	13
Taxi	4.0%	52	2.6%	5	7.7%	18	8.2%	14	3.0%	3	1.1%	1	4.7%	3	5.8%	4	6.9%	3	0.5%	1	0.7%	0	0.0%	0
Train	1.2%	15	6.3%	12	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.1%	27	2.0%	4	2.4%	6	0.0%	0	2.1%	2	3.1%	3	0.0%	0	0.0%	0	0.6%	0	5.6%	8	0.7%	0	3.0%	4
Mobility scooter / disability vehicle	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
Other (Don't use)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	8.7%	114	9.4%	18	5.3%	13	7.7%	13	10.4%	11	13.9%	13	17.2%	9	5.6%	3	12.0%	6	8.4%	13	9.2%	7	7.2%	8
	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:	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												

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												
Q46 Which leisure facilities would you like to see more of in the Stoke on Trent 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	3.7%	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	0.0%	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	6.0%	9	0.0%	0	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%	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	2.4%	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	4.2%	8	7.3%	17	4.3%	8	0.7%	1	4.4%	4	1.2%	1	0.6%	0	3.3%	2	8.0%	12	0.0%	0	1.2%	1
Karting	0.2%	2	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%	2	0.0%	0	0.0%	0
Leisure centre	1.4%	18	0.0%	0	0.0%	0	6.6%	12	1.0%	1	2.3%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	2	1.1%	1	0.0%	0
More children facilities / activities	6.5%	85	12.1%	23	4.0%	9	7.3%	13	7.6%	8	8.0%	8	2.6%	1	3.0%	2	2.5%	1	9.7%	15	2.0%	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	2.1%	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%	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	0.0%	0
Bowls	0.2%	3	0.7%	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
Live music venue	0.7%	9	3.0%	6	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
More facilities / activities for older generation	0.3%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth clubs	0.3%	3	0.0%	0	0.0%	0	0.3%	1	1.1%	1	0.7%	1	0.6%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(None)	58.0%	757	61.5%	117	61.3%	145	36.2%	63	66.8%	69	49.7%	47	39.3%	21	60.4%	37	75.8%	37	59.6%	91	66.2%	47	69.6%	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		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 respondent.																								
Male	30.9%	403	31.5%	60	29.8%	70	31.2%	55	26.0%	27	34.9%	33	36.4%	20	40.9%	25	28.2%	14	25.2%	38	30.2%	22	33.5%	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		191		237		175		103		95		54		61		49		152		72		117
Sample:		1305		150		201		150		100		100		100		100		100		100		100		104

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		
AGE Could I ask, how old are you?																								
18 – 24 years	5.4%	71	9.7%	19	1.9%	4	6.9%	12	0.0%	0	3.7%	3	12.4%	7	6.8%	4	0.0%	0	7.2%	11	3.7%	3	6.7%	8
25 – 34 years	15.9%	208	8.9%	17	16.1%	38	22.5%	39	14.0%	14	22.4%	21	10.1%	5	20.7%	13	14.6%	7	13.2%	20	18.3%	13	16.4%	19
35 – 44 years	20.5%	268	22.6%	43	24.7%	59	16.4%	29	22.9%	24	16.0%	15	4.5%	2	18.5%	11	13.0%	6	23.6%	36	14.3%	10	27.5%	32
45 – 54 years	18.1%	236	17.2%	33	26.0%	61	18.0%	31	19.4%	20	12.6%	12	15.0%	8	17.2%	11	7.9%	4	13.7%	21	19.7%	14	18.2%	21
55 – 64 years	15.1%	197	19.3%	37	10.0%	24	12.2%	21	19.0%	20	14.0%	13	25.5%	14	15.9%	10	31.6%	16	13.8%	21	18.7%	13	7.9%	9
65+ years	22.4%	292	21.0%	40	20.8%	49	20.3%	35	21.6%	22	27.3%	26	31.4%	17	18.2%	11	29.7%	15	23.6%	36	21.2%	15	21.5%	25
(Refused)	2.6%	34	1.3%	3	0.5%	1	3.8%	7	3.1%	3	4.0%	4	1.1%	1	2.8%	2	3.2%	2	4.9%	7	4.1%	3	1.8%	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 adults, including yourself, live in your household (16 years and above)?																								
One	18.5%	242	23.5%	45	18.4%	43	13.9%	24	27.5%	28	25.9%	25	17.6%	9	13.8%	8	19.2%	9	16.1%	25	10.1%	7	14.7%	17
Two	55.3%	722	54.2%	103	57.8%	137	58.1%	102	55.1%	57	47.9%	46	49.7%	27	67.0%	41	56.8%	28	54.0%	82	58.4%	42	50.1%	59
Three	15.1%	197	14.3%	27	16.0%	38	15.3%	27	8.4%	9	13.8%	13	20.6%	11	9.1%	6	15.3%	8	17.3%	26	19.1%	14	16.4%	19
Four or more	8.1%	106	6.7%	13	7.4%	18	9.6%	17	6.3%	7	8.4%	8	10.4%	6	8.2%	5	4.8%	2	9.5%	14	7.1%	5	10.0%	12
(Refused)	2.9%	38	1.3%	3	0.5%	1	3.1%	5	2.8%	3	4.0%	4	1.7%	1	1.8%	1	3.9%	2	3.0%	5	5.3%	4	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		104
CHI How many children aged under 16 years old are there living in your household?																								
None	65.0%	849	61.9%	118	59.3%	140	62.3%	109	62.9%	65	66.1%	63	79.0%	43	62.6%	38	82.5%	41	68.1%	103	75.8%	54	63.7%	75
One	15.0%	196	19.2%	37	21.3%	50	11.8%	21	19.6%	20	13.6%	13	5.6%	3	17.6%	11	5.8%	3	12.3%	19	9.4%	7	11.0%	13
Two	13.1%	171	11.7%	22	13.2%	31	18.6%	33	11.7%	12	16.3%	15	13.7%	7	12.8%	8	7.7%	4	8.3%	13	8.8%	6	16.6%	19
Three	3.2%	42	5.5%	11	3.4%	8	2.8%	5	1.0%	1	0.0%	0	0.0%	0	5.2%	3	0.0%	0	8.9%	13	0.7%	0	0.0%	0
Four or more	0.8%	10	0.0%	0	2.3%	5	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
(Refused)	2.9%	38	1.7%	3	0.5%	1	3.1%	5	2.8%	3	4.0%	4	1.7%	1	1.8%	1	3.9%	2	2.5%	4	5.3%	4	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		104
CAR How many cars does your household own or have the 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%	517	41.4%	79	49.9%	118	34.9%	61	42.5%	44	47.2%	45	49.1%	26	35.6%	22	40.1%	20	33.1%	50	22.7%	16	30.8%	36
Two	33.5%	437	21.4%	41	34.4%	81	35.2%	61	27.6%	28	27.1%	26	19.6%	11	46.6%	29	38.5%	19	35.9%	55	49.8%	36	43.2%	51
Three or more	10.5%	137	7.8%	15	8.7%	21	12.4%	22	6.5%	7	2.7%	3	8.8%	5	8.3%	5	7.3%	4	19.2%	29	17.6%	13	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

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												
EMP Is the chief wage earner in full-time or part-time employment?																								
<i>Those in employment or retired with a private pension</i>																								
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
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
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%	6	28.3%	11	14.2%	17	23.0%	13	13.6%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Housewife / househusband (Refused)	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
	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
Weighted base:		1026		148		192		137		83		71		39		51		39		119		57		90
Sample:		901		103		149		107		71		60		60		69		71		65		71		75
HOM Do you own your own home?																								
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%	9
(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		104
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
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
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
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
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
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
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
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
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	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:		1305		150		201		150		100		100		100		100		100		100		100		104

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
QUOTA Zone												
Zone 1	14.6%	191	100.0%	191	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
Zone 3	13.4%	175	0.0%	0	0.0%	0	100.0%	175	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
Zone 5	7.3%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	95
Zone 6	4.1%	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	100.0%	61
Zone 8	3.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49
Zone 9	11.6%	152	0.0%	0	0.0%	0	0.0%	0	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
Zone 11	9.0%	117	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

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
PC Postcode Sector												
CW3 9	0.9%	12	0.0%	0	5.2%	12	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
CW122	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW123	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW124	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 2	0.9%	12	6.2%	12	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
ST1 4	0.8%	10	5.3%	10	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
ST1 6	2.3%	30	15.8%	30	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
ST2 7	1.4%	18	9.3%	18	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
ST2 9	1.1%	15	7.8%	15	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
ST3 2	1.7%	22	0.0%	0	0.0%	0	12.5%	22	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
ST3 4	2.2%	29	0.0%	0	0.0%	0	16.7%	29	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
ST3 6	1.1%	15	0.0%	0	0.0%	0	8.6%	15	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
ST4 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
ST4 2	1.4%	18	9.3%	18	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
ST4 4	1.3%	17	0.0%	0	0.0%	0	0.0%	0	16.4%	17	0.0%	0
ST4 5	1.7%	22	0.0%	0	0.0%	0	0.0%	0	21.7%	22	0.0%	0
ST4 6	1.4%	18	0.0%	0	0.0%	0	0.0%	0	17.9%	18	0.0%	0
ST4 7	1.4%	18	0.0%	0	0.0%	0	0.0%	0	17.7%	18	0.0%	0
ST4 8	1.8%	24	0.0%	0	0.0%	0	0.0%	0	23.0%	24	0.0%	0
ST5 0	1.9%	24	0.0%	0	10.3%	24	0.0%	0	0.0%	0	0.0%	0
ST5 1	1.0%	13	0.0%	0	5.3%	13	0.0%	0	0.0%	0	0.0%	0
ST5 2	1.4%	18	0.0%	0	7.7%	18	0.0%	0	0.0%	0	0.0%	0
ST5 3	2.0%	27	0.0%	0	11.3%	27	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
ST5 5	0.5%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
ST5 6	1.7%	22	0.0%	0	9.1%	22	0.0%	0	0.0%	0	0.0%	0
ST5 7	2.3%	31	0.0%	0	13.0%	31	0.0%	0	0.0%	0	0.0%	0
ST5 8	2.0%	26	0.0%	0	11.1%	26	0.0%	0	0.0%	0	0.0%	0
ST5 9	1.9%	25	0.0%	0	10.5%	25	0.0%	0	0.0%	0	0.0%	0
ST6 1	1.3%	16	0.0%	0	0.0%	0	0.0%	0	17.3%	16	0.0%	0
ST6 2	0.8%	11	0.0%	0	0.0%	0	0.0%	0	11.4%	11	0.0%	0
ST6 3	0.5%	6	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0
ST6 4	0.8%	10	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0
ST6 5	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	28
ST6 6	2.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.8%	26

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												
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	19.5%	14	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											