

Appendix 1: Study Area Plan

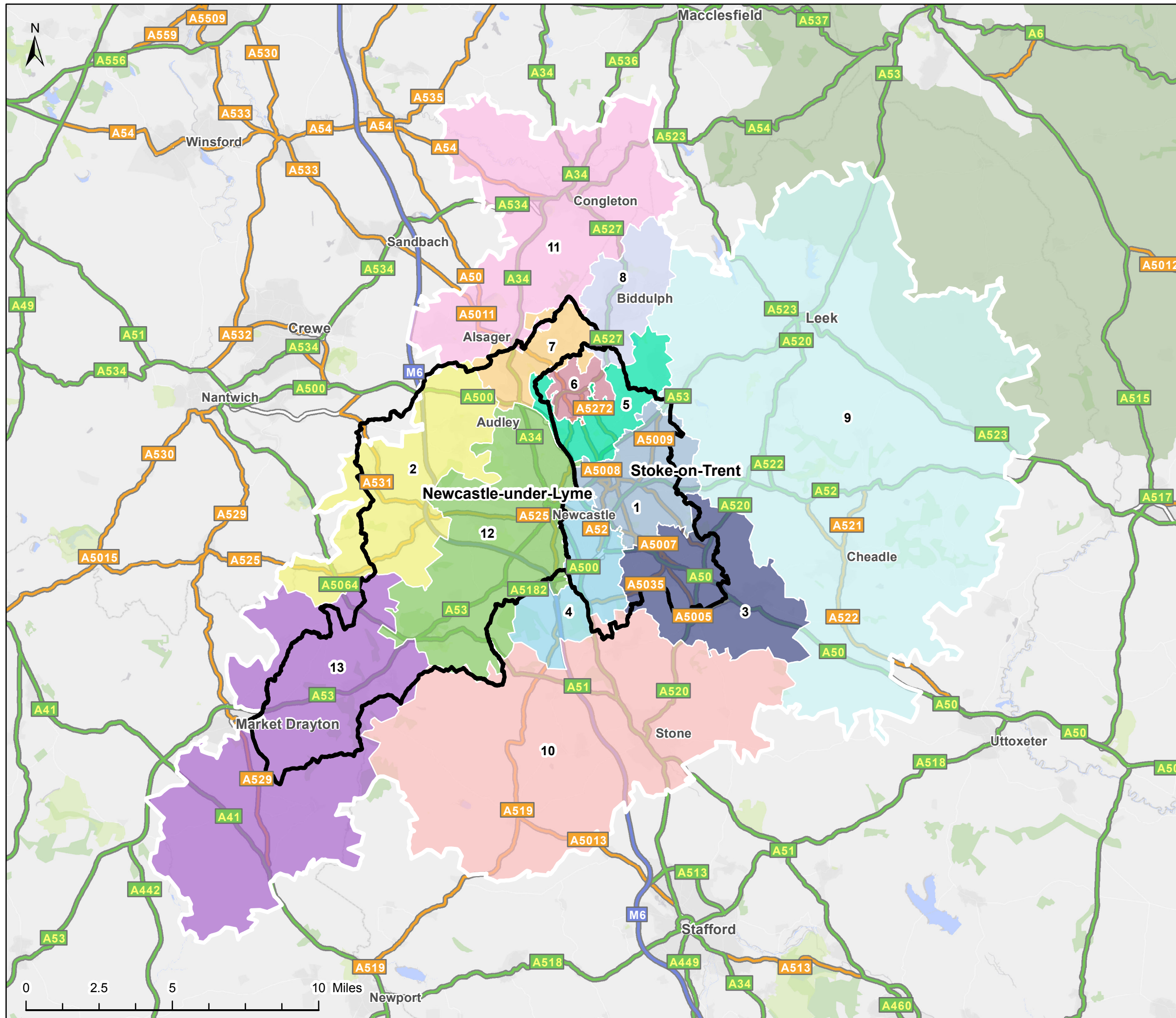
Newcastle-under-Lyme Retail and Leisure Study Update

Study Area

Key

- 1 | Stoke City Centre
- 2 | Newcastle West
- 3 | Longton & Fenton
- 4 | Stoke
- 5 | Burslem
- 6 | Tunstall
- 7 | Kidsgrove
- 8 | Biddulph
- 9 | Rural East
- 10 | Rural South
- 11 | Rural North
- 12 | Newcastle East
- 13 | Rural West

N.B. Zones adapted from the 'Stoke-on-Trent City Council Retail and Leisure Study' (2014) and 'Newcastle-under-Lyme Borough Council Retail & Leisure Study' (2011).



Appendix 2: Household Survey Results

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q01 Where did you last undertake your main food and grocery shopping?																													
<i>Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Aldi, Leek New Road, Norton	3.4%	43	11.2%	19	0.0%	0	0.0%	0	0.0%	0	26.9%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Berry Hill, Fenton	2.2%	27	10.8%	18	0.0%	0	2.1%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Victoria Road, Berry Hill, Fenton	0.7%	9	3.6%	6	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Werrington Road, Bucknall	0.3%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&M, Old Hall Street, Stoke-on-Trent	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Christchurch Street, Fenton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Millrise Road, Milton	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Leek Road, Hanley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Charles Street, City Centre (Hanley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Dividy Road, Bentilee	0.6%	8	1.5%	3	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Hanley Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Shelton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.4%	5	0.6%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	3.9%	49	13.0%	22	2.6%	1	0.0%	0	1.4%	1	12.5%	11	6.2%	3	1.8%	1	2.2%	1	3.5%	5	0.9%	1	0.6%	1	1.3%	2	0.0%	0	
Sainsbury's, Etruria Road, Stoke-on-Trent	2.1%	26	3.7%	6	0.0%	0	1.3%	2	10.2%	9	4.4%	4	0.0%	0	0.7%	0	1.5%	1	0.8%	1	0.6%	0	0.0%	0	1.3%	2	0.0%	0	
Tesco Extra, Clough Street, Stoke-on-Trent	2.0%	25	10.1%	17	0.0%	0	0.0%	0	3.0%	3	2.5%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	2	0.0%	0	
Zone 2 - Newcastle-under-Lyme																													
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Church Street, Audley	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2 - Shropshire																													
Local shops, Woore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3 - Staffordshire																													

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Lidl, Lower Street, Newcastle-under-Lyme	0.5%	6	0.0%	0	4.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	3	0.6%	1	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.8%	35	2.5%	4	9.2%	3	0.0%	0	2.9%	3	0.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.2%	22	3.2%	1
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	2.0%	25	0.0%	0	22.6%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.7%	33	0.0%	0	11.2%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.6%	0	0.6%	1	11.2%	22	2.2%	1
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Zone 13 - Newcastle-under-L yme																												
Co-op, Eccleshall Road, Loggerheads	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Zone 13 - Shropshire																												
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																												
Aldi, Audley Avenue, Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Aldi, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Manor Lane, Holmes Chapel	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Middleton Road, Sandbach	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Aldi, Stadium Retail Park, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Station Road, Nantwich	0.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.6%	8	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.6%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	0
Asda, Victoria Centre, Crewe	0.1%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

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

Weighted:

August 2018

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

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

Weighted:

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

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

Those who shop online at Q01

Asda	15.5%	6	0.0%	0	0.0%	0	0.0%	0	22.4%	2	60.9%	2	68.1%	1	0.0%	0	20.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons	8.0%	3	0.0%	0	28.9%	1	0.0%	0	0.0%	0	19.6%	1	32.0%	0	50.0%	0	16.2%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0	
Iceland	2.8%	1	0.0%	0	37.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's	2.6%	1	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	0	
Tesco	51.1%	19	100.0%	8	16.7%	0	0.0%	0	47.1%	4	19.6%	1	0.0%	0	0.0%	0	63.4%	1	100.0%	3	0.0%	0	0.0%	0	100.0%	1	12.8%
Ocado	17.9%	7	0.0%	0	7.4%	0	0.0%	0	22.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	100.0%	3	0.0%	0	62.4%	1	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Amazon	2.0%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	38	8	3	0	9	4	1	1	2	3	0	3	1	2													
Sample:	41	4	7	0	5	3	3	2	3	3	1	1	1	8													

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

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q03 What is the main reason you chose ... (STORE MENTIONED AT Q01) for your main food and grocery shopping?																												
<i>Not those who said 'Don't know' at Q01</i>																												
Accessibility by public transport	0.4%	5	2.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Car parking prices	0.8%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.8%	1	0.0%	0	3.7%	7	0.0%	0		
Car parking provision	0.9%	11	0.7%	1	1.2%	0	0.7%	1	1.8%	2	1.9%	2	1.0%	1	0.0%	0	1.6%	1	0.8%	1	3.1%	2	0.0%	0	0.0%	0	0.9%	0
Choice of food goods available	8.0%	103	7.4%	13	7.3%	2	5.7%	10	12.0%	12	8.9%	8	10.6%	6	8.7%	5	12.4%	6	9.8%	15	2.9%	2	7.3%	8	6.9%	13	10.2%	3
Choice of shops nearby selling non-food goods	0.5%	6	0.0%	0	0.6%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	1.1%	15	0.6%	1	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.9%	1	2.5%	4	4.7%	3	0.6%	1	0.7%	1	0.0%	0
Cleanliness	0.8%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.4%	4	2.5%	2	0.6%	1	0.7%	1	0.7%	0
Cycle parking availability	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.3%	17	0.6%	1	4.7%	2	0.0%	0	2.3%	2	1.7%	1	0.9%	0	0.8%	0	4.3%	2	2.1%	3	0.0%	0	2.6%	3	0.6%	1	2.9%	1
Easy to get to by car	3.1%	40	1.7%	3	0.9%	0	10.3%	18	0.5%	1	1.0%	1	0.0%	0	1.8%	1	0.0%	0	8.1%	12	0.0%	0	1.5%	2	0.8%	2	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.1%	27	0.0%	0	1.2%	0	0.7%	1	4.8%	5	0.7%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	2	0.0%	0	0.8%	1	8.0%	15	2.9%	1
Good service / friendly staff	0.8%	10	0.6%	1	2.0%	1	0.0%	0	1.1%	1	4.0%	4	0.7%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	3.6%	1
Habit / always use it / preference for retailer	4.7%	60	9.7%	17	10.0%	3	3.1%	5	4.7%	5	5.6%	5	7.5%	4	0.0%	0	3.3%	2	3.7%	6	2.1%	2	3.4%	4	2.9%	6	9.9%	2
Internet shopping is convenient	0.7%	9	0.6%	1	3.7%	1	0.0%	0	5.2%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	0
Lower prices	17.0%	220	28.9%	51	7.9%	3	20.7%	37	13.2%	13	18.5%	16	16.6%	9	20.4%	12	17.3%	8	12.8%	20	10.7%	8	10.1%	12	15.4%	30	7.4%	2
Loyalty card / points scheme	0.8%	10	2.1%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.7%	0	0.9%	1	0.7%	0	1.5%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Near to home	29.9%	386	25.8%	46	27.0%	9	31.4%	56	29.8%	29	30.2%	26	31.7%	17	29.7%	18	29.5%	14	22.8%	35	44.1%	32	39.4%	45	28.8%	56	16.7%	4
Near to work	0.9%	12	0.8%	1	0.8%	0	1.7%	3	1.5%	1	0.0%	0	1.8%	1	0.8%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	4	0.0%	0	1.0%	0
Nice shopping environment	1.2%	16	3.8%	7	3.2%	1	0.0%	0	1.1%	1	1.8%	2	0.9%	0	0.9%	1	0.7%	0	0.9%	1	0.8%	1	0.6%	1	0.7%	1	0.0%	0
Only one in the area / no other choice	0.4%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.6%	1	0.0%	0	6.8%	2
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	5.6%	6	0.7%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.1%	79	2.6%	5	5.3%	2	5.4%	10	2.6%	3	9.4%	8	2.7%	1	5.7%	3	6.2%	3	5.8%	9	7.0%	5	7.7%	9	9.6%	19	11.7%	3
Quality of shops selling food goods	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Speciality foods	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Staff discount / work there	1.9%	24	1.4%	2	3.9%	1	5.3%	9	0.0%	0	0.9%	1	1.8%	1	1.5%	1	0.7%	0	0.9%	1	0.0%	0	0.0%	0	2.9%	6	3.5%	1

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Value for money	7.7%	99	5.3%	9	6.8%	2	2.8%	5	11.6%	11	8.8%	8	14.0%	8	10.8%	5	6.9%	11	8.3%	6	4.6%	5	9.7%	19	11.6%	3		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Good opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Not too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0		
(Don't know / no reason in particular)	7.3%	95	4.5%	8	9.3%	3	7.4%	13	4.7%	5	5.9%	5	5.7%	3	8.5%	5	4.0%	2	11.4%	17	9.0%	7	8.3%	10	7.9%	15	7.7%	2
Weighted base:	1292	177	34	177	99	88	53	60	47	153	72	114	193	25														
Sample:	1295	99	100	100	100	98	99	100	99	99	100	100	100	101														
Q04 What, if anything, is the one thing you most dislike about ... (STORE MENTIONED AT Q01)?																												
<i>Not those who said 'Don't know' at Q01</i>																												
Change layout too often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1		
Expensive parking	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.9%	0	0.0%	0	1.0%	0	0.8%	1	2.5%	2	0.0%	0	3.1%	6	2.8%	1
Difficult to get to	0.2%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.6%	0	0.0%	0	0.9%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Expensive	4.4%	57	3.5%	6	3.8%	1	7.0%	12	1.5%	1	2.8%	2	3.2%	2	5.8%	3	15.7%	7	5.5%	8	5.4%	4	3.0%	3	1.5%	3	6.8%	2
Lack of cycle parking	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	1.9%	25	0.0%	0	1.8%	1	4.3%	8	2.8%	3	1.7%	1	1.0%	1	3.3%	2	0.0%	0	0.9%	1	2.4%	2	0.9%	1	2.9%	6	2.2%	1
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	7.5%	97	3.7%	7	4.8%	2	11.8%	21	7.4%	7	8.1%	7	4.5%	2	6.5%	4	18.0%	9	1.5%	2	8.0%	6	10.6%	12	9.0%	17	6.2%	2
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	13	0.0%	0	1.5%	1	0.7%	1	2.1%	2	1.0%	1	1.4%	1	3.6%	2	0.0%	0	0.0%	0	1.4%	1	4.2%	5	0.0%	0	0.0%	0
Poor quality	2.7%	35	2.4%	4	3.4%	1	4.3%	8	0.0%	0	4.3%	4	3.0%	2	7.5%	4	5.5%	3	2.3%	4	1.4%	1	1.5%	2	1.5%	3	0.9%	0
Staff rude / unhelpful	1.1%	14	0.8%	1	0.0%	0	2.1%	4	0.0%	0	0.7%	1	0.7%	0	2.7%	2	0.0%	0	0.0%	0	3.2%	2	3.2%	4	0.0%	0	0.0%	0
Too busy	2.7%	35	5.0%	9	2.4%	1	1.3%	2	6.7%	7	5.1%	4	1.5%	1	2.4%	1	0.0%	0	0.8%	1	4.5%	3	1.6%	2	1.9%	4	1.0%	0
Too far away	1.0%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.8%	6	0.0%	0	3.4%	4	0.0%	0	2.7%	1
Too small	1.8%	23	0.7%	1	0.0%	0	0.9%	2	4.4%	4	0.7%	1	0.0%	0	0.9%	1	1.9%	1	5.6%	9	0.0%	0	4.4%	5	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No express / self-service check outs / scan as you shop	0.7%	9	0.7%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.9%	1	0.0%	0	0.7%	1	0.0%	0
Not a nice environment	1.5%	19	0.6%	1	2.7%	1	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.2%	5	3.2%	5	0.0%	0	0.9%	1	3.4%	7	0.0%	0
Poor opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	69.4%	897	76.6%	136	78.0%	26	63.6%	113	71.2%	70	68.6%	60	77.9%	41	64.4%	38	53.2%	25	71.8%	109	68.2%	49	62.6%	72	71.7%	139	72.3%	18
(Don't know)	2.7%	35	5.4%	9	0.0%	0	0.0%	0	3.4%	3	4.4%	4	3.5%	2	2.4%	1	0.0%	0	1.4%	2	0.8%	1	2.9%	3	4.3%	8	2.3%	1
Weighted base:	1292	177	34	177	99	88	53	60	47	153	72	114	193	25														
Sample:	1295	99	100	100	100	98	99	100	99	99	100	100	100	101														

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

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q05 How did you travel to ... (STORE MENTIONED AT Q01) to undertake your main food shop?																												
<i>Not those who said 'Don't know' or 'Delivered' at Q01</i>																												
Car / van (as driver)	75.6%	948	57.3%	97	71.3%	22	68.4%	121	80.9%	72	65.2%	55	64.2%	33	84.9%	50	85.8%	39	79.7%	119	80.9%	58	82.1%	92	88.3%	170	89.0%	21
Car / van (as passenger)	13.0%	162	22.9%	39	23.1%	7	15.8%	28	9.1%	8	22.8%	19	19.1%	10	10.3%	6	9.7%	4	8.2%	12	6.1%	4	7.7%	9	7.1%	14	9.3%	2
Bus (including the busway or guided bus), minibus or coach	3.0%	38	6.9%	12	5.6%	2	3.2%	6	2.4%	2	4.9%	4	5.2%	3	1.3%	1	0.7%	0	1.5%	2	0.0%	0	5.1%	6	0.6%	1	0.7%	0
Motorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	75	8.1%	14	0.0%	0	6.5%	12	4.6%	4	4.7%	4	6.6%	3	3.5%	2	3.1%	1	10.6%	16	11.8%	8	4.5%	5	2.9%	6	1.0%	0
Taxi	1.3%	17	4.3%	7	0.0%	0	0.8%	1	2.9%	3	1.4%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		96		99		99		93

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

1 - 5 minutes	36.3%	455	30.4%	52	4.5%	1	42.4%	75	31.0%	28	36.2%	30	37.9%	19	40.9%	24	27.1%	12	29.4%	44	41.6%	30	40.4%	45	47.9%	92	8.8%	2
6 - 10 minutes	32.4%	406	47.2%	80	33.3%	10	28.3%	50	38.8%	35	27.4%	23	35.2%	18	30.2%	18	26.7%	12	23.1%	34	24.9%	18	23.6%	26	37.8%	73	37.9%	9
11 - 15 minutes	16.0%	201	10.5%	18	39.8%	12	18.5%	33	18.0%	16	20.9%	18	18.6%	10	10.1%	6	22.8%	10	21.6%	32	17.2%	12	15.1%	17	5.4%	10	28.7%	7
16 - 30 minutes	12.7%	160	9.0%	15	21.7%	7	9.4%	17	10.4%	9	12.1%	10	6.6%	3	13.9%	8	18.9%	9	25.0%	37	15.6%	11	14.5%	16	5.9%	11	23.9%	6
31 - 45 minutes	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0
46 - 60 minutes	0.7%	9	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
61+ minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	19	0.6%	1	0.0%	0	1.5%	3	0.9%	1	2.4%	2	0.7%	0	0.7%	0	4.5%	2	0.0%	0	0.0%	0	3.3%	4	3.1%	6	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.68		11.03		14.34		9.40		10.86		10.92		9.85		11.85		11.50		12.74		10.67		11.78		7.75		13.75
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		99		99		99		93

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

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

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

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

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

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Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Stafford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Towers Lawn, Market Drayton	0.5%	6	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Local shops, Crewe Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Nantwich Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Waterside Retail Park, Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Market Street, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Morrisons, 17 Pratchetts Row, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Morrisons, Maer Lane, Market Drayton	1.0%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Sainsbury's, Chell Road, Stafford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Sainsbury's, Cumberland Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Vernon Way, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Brookside Road, Uttoxeter	0.5%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Tesco Superstore, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

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

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

Those who shop online at Q09

Asda	17.0%	7	0.0%	0	0.0%	0	0.0%	0	24.4%	2	100.0%	2	50.0%	0	62.1%	2	33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons	12.1%	5	0.0%	0	31.2%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	0	18.9%	0	13.5%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0	8.7%
Iceland	8.2%	4	0.0%	0	40.8%	1	0.0%	0	25.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%
Sainsbury's	2.7%	1	0.0%	0	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%
Tesco	31.9%	14	46.7%	4	18.0%	0	0.0%	0	50.0%	4	0.0%	0	0.0%	0	0.0%	0	52.7%	1	100.0%	2	0.0%	0	0.0%	0	20.4%	1	35.9%
Ocado	18.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	50.0%	3	79.6%	4	23.3%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	9.4%	4	53.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	43	8	3	0	9	2	1	3	2	2	0	6	5	2													
Sample:	38	4	6	0	4	1	2	3	4	2	1	2	2	7													

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

for Nexus Planning

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [Times a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1																												
Q12 And still thinking more generally, how often does your household do a main food and grocery shop?																												
7 times a week	0.9%	12	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.9%	1	0.0%	0	0.6%	0	0.0%	0	3.8%	6	2.4%	2	0.9%	1	0.0%	0	0.0%	0
4 - 6 times a week	1.0%	13	0.0%	0	0.0%	0	2.1%	4	1.5%	2	0.7%	1	0.0%	0	2.4%	1	1.4%	1	1.2%	2	3.2%	2	0.6%	1	0.0%	0	0.0%	0
2 - 3 times a week	8.2%	106	10.4%	19	4.5%	2	9.8%	17	3.4%	3	8.9%	8	15.9%	8	6.4%	4	10.3%	5	8.2%	13	5.0%	4	10.1%	12	4.6%	9	12.5%	3
Once a week	74.4%	969	71.6%	130	70.6%	24	69.8%	123	75.2%	75	76.5%	69	71.1%	38	74.4%	44	79.9%	38	69.2%	107	72.8%	53	74.5%	85	84.4%	163	77.2%	20
Once a fortnight	8.5%	111	11.0%	20	12.9%	4	14.1%	25	7.5%	7	9.8%	9	4.2%	2	12.9%	8	2.7%	1	7.3%	11	8.0%	6	5.6%	6	4.8%	9	6.5%	2
Once a month	3.6%	47	5.7%	10	4.6%	2	2.8%	5	6.4%	6	2.5%	2	8.2%	4	0.6%	0	0.7%	0	4.9%	7	2.5%	2	0.8%	1	2.8%	6	2.7%	1
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	45	1.3%	2	7.5%	3	0.7%	1	5.5%	5	0.7%	1	0.7%	0	2.7%	2	5.0%	2	5.4%	8	6.3%	5	7.6%	9	3.4%	7	1.0%	0
Mean:	1.15		1.06		0.97		1.19		1.07		1.15		1.16		1.17		1.20		1.35		1.31		1.21		1.03		1.14	
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25														
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101														

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

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
McColls, Anchor Road, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop, Blurton Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop, Lysander Road, Meir Park	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop, Sandon Road, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Express, Amison Street, Meir Hay, Longton	0.9%	7	1.2%	1	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Longton Retail Park, Baths Road, Longton	3.3%	26	10.0%	12	0.0%	0	13.5%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.3%	26	0.0%	0	0.0%	0	24.3%	24	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0		
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.7%	13	0.9%	1	0.0%	0	2.4%	2	4.2%	2	1.9%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.6%	4	2.6%	0
Aldi, Stanley Matthews Way, Trentham	1.7%	14	0.0%	0	0.0%	0	0.0%	0	25.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hartshill Road, Central, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Manor Court Street, Penkhull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mayne Street, Hanford	1.3%	10	0.0%	0	0.0%	0	0.0%	0	14.6%	8	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Campbell Place, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Booth Park, London Road, Stoke-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Booth Park, Stoke-on-Trent Town Centre	0.3%	3	0.0%	0	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoke-on-Trent Town Centre	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Lea, Trentham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	0.8%	7	3.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.5%	4	0.0%	0	0.9%	0	0.0%	0	1.3%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																												
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent																												
Aldi, Brownhills Road, Tunstall	1.5%	12	0.0%	0	1.3%	0	0.0%	0	0.0%	0	8.0%	4	19.1%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Asda, Scotia Road, Tunstall	2.3%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	18.5%	8	17.9%	5	3.7%	1	1.4%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, High Lane, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knypersley Road, Norton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Ford Green Road, Smallthorne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Home Bargains, Newcastle Street, Burslem	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Tunstall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	4.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tunstall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Biddulph Road, Great Chell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 7 - Cheshire East																												
Sainsbury's Local, Crewe Road, Alsager	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-op, Cedar Avenue, Central, Talke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0

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

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August 2018

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

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

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Local shops, Leek Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Well Street, Cheadle	1.9%	15	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Cheadle Road, Cheddleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Eccleshall Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Eccleshall Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 11 - Cheshire East														
Aldi, Holmes Chapel Road, West Heath, Congleton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mountbatten Way, Congleton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Asda, Lawton Road, Alsager	1.1%	9	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Congleton Retail Park, Viking Way, Congleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bromley Road, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Congleton Retail Park, Congleton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Congleton Road North, Scholar Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Morrisons, Bridestone Shopping Centre, Congleton	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	9	0.0%	0	0.0%	0
Premier, Grove Avenue, Church Lawton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Spar, Canal Road, Congleton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Superstore, Barn Road, Congleton	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	12	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Asda, Morris Square, Kyme, Wolstanton	1.5%	12	0.0%	0	3.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	5.3%	7	0.0%	0
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Co-op, Barbridge Road, Chesterton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Co-op, High Street, Wolstanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, The Parade, Silverdale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	1.4%	0
Home Bargains, Castle Walk, Newcastle	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Lower Street, Newcastle-under-Lyme	0.6%	5	0.0%	0	1.3%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Silverdale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
McColls, Oxford Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Basford																										
Morrisons, Goose Street, Newcastle-under-Lyme	1.1%	9	0.0%	0	1.2%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	1.0%	8	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Nisa, Paris Avenue, Newcastle-under-Lyme	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Plant & Wilton, The Stores, Main Road, Baldwins Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Premier, Keele Road, Higherland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	1.8%	14	0.0%	0	5.0%	1	0.0%	0	4.2%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	2.9%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 13 - Newcastle-under-L yme																										
Co-op, Eccleshall Road, Loggerheads	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	42.0%	6
Zone 13 - Shropshire																										
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local shops, Eaton-on-Tern Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local shops, Stoke Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Outside Study Area																										
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Victoria Centre, Crewe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
B&M, Kingsmead Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Shropshire Street, Audlem	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gateway, Beswick Drive, Crewe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Denstone Hall Farm Shop,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13										
Main Road, Denstone																								
Hall Farm Shop & Café, Crewe Road, Alsager	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0						
Iceland, Cheshire Street, Market Drayton	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1						
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Lidl, Towers Lawn, Market Drayton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	7.1%	1				
Local shops, Bridgemere Village Centre	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Local shops, Burton-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%					
Local shops, Market Drayton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0				
Local shops, Mossley Town Centre	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%					
Local shops, Nantwich Town Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%					
Local shops, Stafford Town Centre	0.1%	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%					
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, 17 Pratchetts Row, Nantwich	0.1%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	3
Sainsbury's, London Road, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Exchange Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	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
Tesco Superstore, Hibel Road, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	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	2.8%	0
Waitrose, Flat Lane, Sandbach	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	3.1%	3	0.0%	0	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Other, outside study area	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	1.1% 0
Weighted base:	796	118	22	97	53	45	30	30	30	95	49	89	124	15
Sample:	779	60	64	54	58	47	54	49	60	68	69	73	62	61

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q15 Where did you undertake your 'top up' food shopping the time before your last visit to ... (STORE MENTIONED AT Q13)? Was it the same place or different? Please specify.																													
<i>Not those who said 'Don't know' at Q14 AND Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Aldi, Leek New Road, Norton	0.7%	5	3.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Berry Hill, Fenton	0.5%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Victoria Road, Berry Hill, Fenton	0.8%	6	2.5%	3	0.0%	0	0.0%	0	5.4%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Werrington Road, Bucknall	0.4%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Co-op, Christchurch Street, Fenton	1.5%	11	9.7%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hanley Road, Sneyd Green	0.8%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Millrise Road, Milton	1.1%	8	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Werrington Road, Stoke-on-Trent	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Devonshire Square, Bentilee	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Leek Road, Abbey Hulton	1.3%	10	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Charles Street, City Centre (Hanley)	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Dividy Road, Bentilee	0.6%	4	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Bucknall Local Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Hanley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
McColls, Leek Road, Hanley	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.1%	9	5.0%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0	0.0%	0	1.1%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nisa, Millrise Road, Milton	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, King Street, Fenton	0.5%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, The Hillberry, Dividy Road, Wrinehill	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Etruria Road, Stoke-on-Trent	1.5%	11	4.5%	5	0.0%	0	0.0%	0	6.2%	3	0.0%	0	1.7%	1	1.9%	1	0.0%	0	0.9%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Spar, Cauldon Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Clough Street,	1.2%	9	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Stoke-on-Trent														
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Chancery Lane, Longton	0.3%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Bennett Precinct, Longton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Longton District Centre	1.4%	10	5.5%	6	0.0%	0	3.3%	3	2.5%	1	0.0%	0	0.0%	0
Local shops, Meir Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Anchor Road, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
One Stop, Blurton Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Lysander Road, Meir Park	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Sandon Road, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	1.0%	7	2.5%	3	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	2.2%	17	4.5%	5	0.0%	0	10.8%	10	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.5%	27	0.0%	0	0.0%	0	18.0%	17	0.0%	0	0.0%	0	1.2%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.4%	11	0.9%	1	0.0%	0	1.2%	1	2.4%	1	4.3%	2	0.0%	0
Aldi, Stanley Matthews Way, Trentham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0
Co-op, Hartshill Road, Central, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Co-op, Manor Court Street, Penkhull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Mayne Street, Hanford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	8.9%	5	6.3%	2	0.0%	0
Iceland, Boothan Park, London Road, Stoke-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke-on-Trent Town Centre	0.7%	6	0.0%	0	0.0%	0	1.5%	1	6.8%	4	0.0%	0	0.0%	0
Local shops, Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.3%	1	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Town Centre																												
One Stop, The Lea, Trentham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	1.2%	9	2.6%	3	0.0%	0	0.0%	0	1.5%	1	6.7%	2	0.0%	0	1.3%	0	0.0%	0	1.4%	1	1.2%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	1.9%	15	3.8%	4	1.0%	0	0.0%	0	12.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																												
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent																												
Aldi, Brownhills Road, Tunstall	1.8%	14	0.0%	0	1.4%	0	3.1%	3	0.0%	0	12.9%	5	14.0%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	15.6%	5	1.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Knypersley Road, Norton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0	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	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Home Bargains, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Tunstall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Local shops, Chell Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tunstall Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Biddulph Road, Great Chell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.3%	3	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Cheshire East																												
Sainsbury's Local, Crewe Road, Alsager	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%	0

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Cedar Avenue, Central, Talke	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Co-op, Whitehill Road, Kidsgrove	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Talke Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Talke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	18.8%	5	1.6%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Zone 7 - Stoke-on-Trent																												
Local shops, Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flavours, Smithy Lane, Biddulph	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wharf Road, Biddulph	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Moor Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Tunstall Road, Knypersley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Wharf Road Meadows Way, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	11.1%	3	49.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Aldi, Haywood Street, Leek	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashbourne Road, Cheadle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Springfield Road,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Home Bargains, Castle Walk, Newcastle	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0		
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
Lidl, Lower Street, Newcastle-under-Lyme	0.4%	3	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0		
Local shops, Newcastle-under-Lyme Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0		
Local shops, Silverdale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0		
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.3%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	0		
Morrisons, Goose Street, Newcastle-under-Lyme	2.4%	18	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	0	1.1%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0		
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.8%	6	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0		
Plant & Wilton, The Stores, Main Road, Baldwins Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0		
Premier, Greyhound Court, Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Premier, Keele Road, Higherland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0		
Premier, Northwood Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.1%	16	0.0%	0	10.2%	2	0.0%	0	5.8%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.4%	8	3.0%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0		
Zone 13 - Newcastle-under-Lyme																												
Co-op, Eccleshall Road, Loggerheads	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	39.2%	6
Local shops, Loggerheads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Zone 13 - Shropshire																												
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eaton-on-Tern Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Outside Study Area																												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

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

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

Weighted:

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

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

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [£]:																												
Q16 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.																												
<i>Those who do top-up shopping at Q13</i>																												
£1 - £5	10.2%	88	10.0%	13	21.0%	5	13.8%	14	15.2%	9	12.2%	7	3.8%	1	13.2%	4	12.5%	4	4.8%	5	9.0%	5	6.6%	6	10.0%	13	8.1%	1
£6 - £10	19.2%	166	28.3%	36	19.1%	4	23.1%	24	23.5%	15	16.3%	9	24.5%	8	26.5%	9	21.5%	7	20.1%	20	11.1%	6	16.6%	15	8.2%	11	16.4%	3
£11 - £15	13.3%	115	14.9%	19	17.4%	4	16.2%	17	6.4%	4	17.2%	9	21.2%	7	2.3%	1	15.5%	5	8.3%	8	12.9%	7	12.7%	12	16.9%	23	1.0%	0
£16 - £20	18.6%	161	18.8%	24	18.3%	4	11.0%	11	17.1%	11	19.6%	11	18.8%	6	27.9%	9	21.9%	7	18.1%	18	16.3%	9	14.0%	13	25.6%	34	22.9%	4
£21 - £25	5.5%	48	3.0%	4	2.0%	0	1.4%	1	5.3%	3	5.4%	3	1.2%	0	2.8%	1	5.2%	2	10.6%	11	3.5%	2	7.0%	6	9.1%	12	9.5%	2
£26 - £30	6.5%	56	0.8%	1	1.8%	0	8.3%	9	11.3%	7	6.7%	4	7.9%	2	7.5%	2	7.5%	2	7.0%	7	11.0%	6	8.4%	8	3.9%	5	13.4%	2
£31 - £35	1.9%	16	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	3.1%	1	0.0%	0	0.0%	0	5.2%	5	4.4%	2	0.0%	0	4.1%	6	0.0%	0
£36 - £40	2.2%	19	4.1%	5	0.0%	0	5.7%	6	1.2%	1	0.0%	0	0.0%	0	7.8%	3	0.0%	0	2.6%	3	0.8%	0	0.0%	0	0.0%	0	9.7%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0	0.0%	0	1.3%	1	5.2%	3	4.9%	5	0.0%	0	3.5%	1
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£56 - £60	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	0
£61 - £65	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
£66 - £70	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.1%	2	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	19.0%	164	18.2%	23	19.4%	4	17.6%	18	19.1%	12	16.4%	9	15.6%	5	10.9%	4	14.9%	5	20.0%	20	24.7%	13	23.8%	22	20.3%	27	8.2%	1
(Refused)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	6.4%	1
<i>Mean:</i>	<i>18.18</i>		<i>15.91</i>		<i>13.16</i>		<i>17.18</i>		<i>16.33</i>		<i>17.07</i>		<i>17.63</i>		<i>17.54</i>		<i>15.38</i>		<i>20.63</i>		<i>21.16</i>		<i>21.18</i>		<i>18.84</i>		<i>22.56</i>	
Weighted base:	865	127	23	103	62	55	31	33	31	102	54	92	135	17														
Sample:	854	68	67	58	67	58	57	53	64	73	77	75	68	69														

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [Times a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1																												
Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?																												
<i>Those who do top-up shopping at Q13</i>																												
7 times a week	4.2%	37	6.4%	8	8.1%	2	4.1%	4	3.8%	2	8.2%	5	0.0%	0	7.2%	2	5.2%	2	6.0%	6	0.8%	0	1.7%	2	1.0%	1	12.1%	2
4 - 6 times a week	3.2%	28	3.8%	5	5.8%	1	4.4%	5	1.2%	1	3.7%	2	2.8%	1	4.1%	1	2.5%	1	2.4%	2	8.6%	5	2.8%	3	1.0%	1	3.3%	1
2 - 3 times a week	33.3%	288	30.2%	38	28.1%	6	36.7%	38	36.7%	23	36.7%	20	37.2%	12	18.6%	6	22.0%	7	38.2%	39	26.2%	14	37.7%	35	32.6%	44	35.5%	6
Once a week	40.7%	352	38.2%	48	46.7%	11	41.0%	42	39.4%	25	41.8%	23	48.5%	15	49.8%	16	51.1%	16	39.4%	40	37.4%	20	42.6%	39	36.7%	49	37.5%	6
Once a fortnight	6.9%	59	9.7%	12	3.0%	1	7.3%	8	6.4%	4	1.5%	1	4.6%	1	9.7%	3	11.4%	4	4.1%	4	9.2%	5	7.1%	7	6.4%	9	9.2%	2
Once a month	1.3%	12	0.0%	0	1.3%	0	0.0%	0	1.2%	1	4.2%	2	2.8%	1	0.0%	0	4.0%	1	3.5%	4	2.2%	1	0.0%	0	0.8%	1	1.0%	0
Less than once a month	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.0%	87	11.8%	15	7.2%	2	5.3%	5	11.3%	7	3.7%	2	4.1%	1	10.6%	3	3.9%	1	6.5%	7	12.4%	7	8.0%	7	21.5%	29	1.4%	0
<i>Mean:</i>	<i>1.93</i>	<i>2.07</i>	<i>2.20</i>	<i>1.98</i>	<i>1.89</i>	<i>2.20</i>	<i>1.65</i>	<i>1.92</i>	<i>1.68</i>	<i>2.05</i>	<i>1.79</i>	<i>1.81</i>	<i>1.70</i>	<i>2.36</i>														
Weighted base:	865	127	23	103	62	55	31	33	31	102	54	92	135	17														
Sample:	854	68	67	58	67	58	57	53	64	73	77	75	68	69														

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Trentham Shopping Village, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																												
Brown Edge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 5 - Stoke-on-Trent																												
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	3.5%	34	5.5%	8	2.1%	1	0.8%	1	0.0%	0	8.3%	5	19.5%	8	15.7%	7	8.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 7 - Newcastle-under-L yme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	6.5%	64	1.7%	2	4.7%	1	6.3%	9	3.2%	2	8.0%	5	10.9%	4	13.5%	6	6.5%	2	2.0%	2	3.0%	2	14.0%	12	10.4%	14	2.0%	0
Kidsgrove Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke Village Centre	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																												
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Lees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 1

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

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

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

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

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

Car / van (as driver)	71.3%	697	47.8%	65	69.8%	17	63.9%	92	69.1%	48	66.7%	44	54.3%	22	78.4%	34	74.0%	26	84.9%	102	79.1%	45	85.1%	73	82.9%	113	85.2%	15
Car / van (as passenger)	9.1%	89	18.6%	25	20.3%	5	3.4%	5	9.6%	7	10.6%	7	19.3%	8	9.9%	4	9.9%	4	7.5%	9	9.1%	5	3.6%	3	3.4%	5	12.8%	2
Bus (including the busway or guided bus), minibus or coach	9.7%	95	14.7%	20	9.9%	2	15.3%	22	5.7%	4	13.9%	9	11.8%	5	7.8%	3	10.4%	4	1.9%	2	4.6%	3	10.5%	9	8.6%	12	1.0%	0
Motorcycle, scooter or moped	0.5%	5	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.4%	52	13.2%	18	0.0%	0	7.9%	11	7.0%	5	6.1%	4	4.7%	2	1.8%	1	1.2%	0	5.0%	6	7.2%	4	0.8%	1	0.0%	0	0.0%	0
Taxi	0.8%	7	2.6%	4	0.0%	0	0.8%	1	1.1%	1	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.8%	28	3.1%	4	0.0%	0	5.3%	8	5.0%	3	0.0%	0	4.8%	2	1.2%	1	4.6%	2	0.8%	1	0.0%	0	0.0%	0	5.2%	7	1.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		978		137		24		144		69		67		41		44		36		120		57		86		136		17
Sample:		959		72		71		79		74		73		75		77		75		76		73		74		71		69

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q21 When you last went shopping for clothing or footwear, did you link this trip with another activity? <i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q18</i>																												
Yes – non-food shopping	8.1%	83	12.8%	18	3.4%	1	5.8%	9	7.0%	5	6.9%	5	4.8%	2	8.9%	4	5.1%	2	7.5%	10	5.3%	3	8.8%	8	10.4%	14	11.8%	2
Yes – other food shopping	4.9%	50	3.7%	5	10.7%	3	7.4%	11	6.4%	5	3.6%	3	4.5%	2	10.5%	5	4.8%	2	3.6%	5	7.5%	4	3.8%	3	1.0%	1	7.2%	1
Yes – visiting services such as banks and other financial institutions	1.3%	13	1.8%	2	4.3%	1	1.0%	1	2.5%	2	0.0%	0	2.8%	1	0.0%	0	1.8%	1	0.7%	1	2.3%	1	0.8%	1	0.8%	1	0.9%	0
Yes – leisure activity	5.0%	51	0.7%	1	2.0%	1	2.7%	4	4.5%	3	1.6%	1	3.3%	1	5.4%	3	10.3%	4	10.1%	13	0.0%	0	5.2%	5	10.1%	14	6.8%	1
Yes – visiting café / pub / restaurant	14.7%	150	5.6%	8	8.0%	2	27.1%	40	16.7%	12	12.2%	9	10.3%	4	12.1%	6	17.7%	6	13.4%	18	24.9%	15	13.7%	12	9.7%	13	23.1%	4
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	4	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Yes – travelling to/from work	2.3%	24	5.1%	7	0.0%	0	5.2%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	3.8%	5	0.0%	0	1.0%	1	1.0%	1	3.9%	1
Yes – travelling to/from school/college/university	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family/friends	1.9%	20	4.3%	6	6.2%	2	1.1%	2	1.5%	1	3.2%	2	1.9%	1	2.5%	1	2.7%	1	1.9%	2	0.8%	0	1.1%	1	0.0%	0	1.8%	0
Yes – visiting health service such as doctor, dentist, hospital	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	57.6%	589	65.4%	93	60.5%	15	47.7%	71	57.5%	42	68.4%	51	71.1%	30	56.4%	26	50.6%	19	54.5%	71	51.5%	30	58.5%	53	59.2%	81	42.1%	8
(Don't know / varies)	3.3%	34	0.0%	0	4.1%	1	2.0%	3	0.9%	1	4.1%	3	0.0%	0	3.3%	2	4.8%	2	4.6%	6	7.8%	5	4.0%	4	6.2%	8	1.3%	0
Weighted base:	1023	142	25	148	73	74	42	47	37	131	58	91	138	19														
Sample:	1014	76	73	82	79	83	79	81	78	81	75	80	72	75														

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Macclesfield Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Manchester City Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0%	0	0.0%	0	2.7%	1	2.2%	0	3.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Market Drayton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	2
Morrisons, Maer Lane, Market Drayton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1
Nantwich Town Centre	0.4%	2	0.0%	0	12.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Sandbach Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Stafford Town Centre	2.8%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	9	0.0%	0	1.8%	1	1.8%	1	3.8%	0
Telford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1
Trafford Centre, Manchester	0.4%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	3.0%	12	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Other, outside study area	0.5%	2	0.0%	0	6.4%	1	0.0%	0	0.0%	0	2.6%	0	2.4%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Weighted base:	414	78		12		63		18		29		14		20		15		53		21		24		60		6		
Sample:	404	42		40		36		23		35		22		29		37		34		26		22		31		27		

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

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																													
Newcastle-under-Lyme																																											
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0															
Zone 4 - Stafford																																											
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 4 - Stoke-on-Trent																																											
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Hartshill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0													
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.7%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Trent Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Trentham Local Centre	0.4%	2	0.0%	0	7.9%	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	2.1%	1	0.0%	0	0.0%	0													
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.4%	2	0.0%	0	10.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 5 - Staffordshire Moorlands																																											
Brown Edge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 5 - Stoke-on-Trent																																											
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Burslem Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	5.6%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0													
Norton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 6 - Stoke-on-Trent																																											
Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Tunstall Town Centre	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	27.6%	7	11.8%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 7 - Newcastle-under-Lyme																																											
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	1	2.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0													
Kidsgrove Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 7 - Stoke-on-Trent																																											
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 8 - Staffordshire Moorlands																																											

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q24 Where did you last buy goods such as toys, games, bicycles and recreational goods?																												
<i>Excl. Nulls & SFT</i>																												
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etruria Road, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	
Tesco Extra, Clough Street, Hanley	1.0%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Retail Park, Etruria Road, Stoke-on-Trent	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	
Fenton Town Centre	3.8%	15	16.5%	11	3.9%	0	2.3%	1	1.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.5%	6	1.9%	1	7.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.4%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	12.1%	49	9.4%	6	5.4%	0	4.5%	3	10.2%	3	43.2%	13	9.4%	1	23.8%	5	26.7%	4	17.9%	9	0.0%	0	0.0%	0	8.6%	4	0.0%	0
Hanley Town Centre	8.5%	34	14.2%	10	3.9%	0	4.7%	3	9.8%	3	13.9%	4	14.3%	2	22.9%	5	0.0%	0	6.4%	3	4.5%	1	0.0%	0	5.5%	2	2.5%	0
Intu Potteries Shopping Centre, City Centre (Hanley)	2.6%	10	1.5%	1	11.2%	1	0.0%	0	9.8%	3	0.0%	0	9.2%	1	4.0%	1	3.2%	0	2.5%	1	0.0%	0	0.0%	0	3.1%	1	3.2%	0
Ravenside Retail Park, Victoria Road, Fenton	1.9%	8	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Stoke-upon-Trent Town Centre	2.4%	10	2.2%	1	0.0%	0	0.0%	0	7.0%	2	16.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Newcastle-under-Lyme																												
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands																												
Blythe Bridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent																												
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Baths Road, Longton	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir	1.1%	5	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	1.5%	6	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	6.2%	25	15.9%	11	0.0%	0	11.3%	7	4.3%	1	2.5%	1	0.0%	0	1.8%	0	0.0%	0	6.8%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	14.6%	59	17.0%	11	0.0%	0	35.5%	22	29.5%	8	7.9%	2	3.3%	1	5.1%	1	0.0%	0	9.3%	5	0.0%	0	7.0%	2	13.1%	6	0.0%	0
Meir Retail Park, Uttoxeter	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0

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

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Road, Meir																												
Phoenix Retail Park, Longton	6.0%	24	8.2%	6	0.0%	0	16.1%	10	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	10.0%	4	0.0%	0
Zone 4 - Newcastle-under-Lyme																												
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	1.1%	5	5.9%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7%	3	0.0%	0	0.0%	0	2.3%	1	2.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																												
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent																												
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.4%	2	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	2.5%	10	1.5%	1	2.7%	0	0.0%	0	0.0%	0	2.9%	1	33.4%	5	11.5%	2	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	2.2%	9	0.0%	0	11.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.5%	0	0.0%	0	0.0%	0	2.5%	1	9.5%	4	0.0%	0
Kidsgrove Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																												
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	47.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Market Drayton Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	2
Newport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1
Sandbach Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1
Stafford Town Centre	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	8	0.0%	0	2.4%	1	0.0%	0
Sundorne Retail Park, Battefield Road, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Telford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Trafford Centre, Manchester Abroad	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.4%	2	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Weighted base:	400	68	8	62	28	30	15	22	13	53	22	29	44	7														
Sample:	347	32	22	33	30	27	26	31	24	32	27	21	20	22														

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Congleton																														
Alsager Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	13	0.0%	0	0.0%	0		
Asda, Lawton Road, Alsager	0.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Congleton Retail Park, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0		
Congleton Town Centre	4.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	8.4%	3	0.0%	0	0.0%	0	46.1%	41	0.0%	0	0.0%	0		
Tesco Superstore, Barn Road, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Zone 12 - Newcastle-under-Lyme																														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Chesterton	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chesterton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Clayton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0		
Clayton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Milehouse Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0		
Morrisons, Goose Street, Newcastle-under-Lyme	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0		
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.1%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newcastle-under-Lyme Town Centre	10.7%	112	0.0%	0	37.6%	9	2.1%	3	19.9%	15	2.2%	1	0.8%	0	2.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	49.4%	79	4.7%	1		
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wolstanton	2.2%	23	0.7%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	2	12.4%	20	0.0%	0		
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.0%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0		
Zone 13 - Newcastle-under-Lyme																														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0		
Loggerheads Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1		
Outside Study Area																														
Asda, Queensway, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ashbourne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cheshire Oaks, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0		
Chester City Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crewe Town Centre	0.8%	8	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0		
Grand Junction Retail Park, Crewe	0.3%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0		

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Zone 4 - Newcastle-under-Lyme																												
Etruria Way Retail Park, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.6%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 5 - Staffordshire Moorlands																												
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 5 - Stoke-on-Trent																												
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burslem Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 6 - Stoke-on-Trent																												
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tunstall Town Centre	3.7%	25	0.0%	0	4.2%	1	0.0%	0	0.0%	0	11.2%	4	23.0%	7	14.9%	6	4.9%	1	0.0%	0	0.0%	0	1.4%	1	5.5%	5	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Butt Lane Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Kidsgrove Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Talke Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7 - Stoke-on-Trent																												
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Biddulph Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	39.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 9 - Staffordshire Moorlands																												
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cheadle Town Centre	0.7%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	3.3%	2	0.0%	0	1.5%	0		
Werrington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0		
Leek Town Centre	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	16.9%	14	0.0%	0	0.0%	0	0.0%	0		

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lyme Green Retail Park, Brindley Way, Macclesfield	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	1.0%	7	0.0%	0	1.4%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Market Drayton Town Centre	1.0%	7	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlewich Road, Nantwich	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Crewe	0.3%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Stafford Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	13
Telford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Uttoxeter Town Centre	0.8%	5	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.4%	3	1.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	670	104	15	89	46	40	30	37	25	85	40	52	96	12
Sample:	697	53	46	53	52	49	59	63	56	60	60	46	51	49

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																		
Q27 Where did you last buy DIY or gardening goods?																																
<i>Excl. Nulls & SFT</i>																																
Zone 1 - Stoke-on-Trent																																
Abbey Hulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Berryhill Trading Estate, Victoria Road, Fenton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Screwfix, Leek Road, Stoke-on-Trent	0.6%	5	1.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Range, City Road, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Century Retail Park, Etruria Road, Stoke-on-Trent	0.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0		
Fenton Town Centre	1.8%	17	7.8%	10	0.0%	0	3.9%	5	0.9%	1	0.0%	0	1.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.7%	16	1.5%	2	1.2%	0	0.0%	0	2.0%	1	8.7%	5	2.2%	1	0.0%	0	1.1%	0	0.0%	0	3.4%	2	0.0%	0	2.5%	4	0.0%	0	0.0%	0		
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	16.3%	152	31.0%	42	10.1%	2	3.7%	5	9.0%	6	48.6%	30	37.2%	14	11.5%	5	27.9%	9	10.9%	11	1.1%	1	2.3%	2	16.7%	26	2.3%	0	0.0%	0		
Hanley Town Centre	3.3%	31	14.4%	19	0.0%	0	1.2%	1	1.1%	1	4.8%	3	4.7%	2	0.9%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	1		
Intu Potteries Shopping Centre, City Centre (Hanley)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ravenside Retail Park, Victoria Road, Fenton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1	1.2%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stoke-upon-Trent Town Centre	2.1%	19	1.0%	1	1.0%	0	0.0%	0	13.9%	10	0.0%	0	8.5%	3	2.3%	1	0.0%	0	1.1%	1	3.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0		
Victoria Road Retail Park, Fenton	1.2%	11	6.9%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 2 - Newcastle-under-Lyme																																
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3 - Staffordshire Moorlands																																
Blythe Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Forsbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3 - Stoke-on-Trent																																

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Congleton														
Congleton Town Centre	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholar Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smith Farm, Congleton Road, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayton	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Garners Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	0.1%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Lane, Newcastle-under-Lyme	0.6%	6	0.0%	0	1.4%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	8.3%	78	1.0%	1	18.0%	4	2.1%	3	23.2%	17	0.0%	0	0.0%	0
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverdale Town Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.6%	43	0.0%	0	2.4%	1	3.7%	5	0.0%	0	2.2%	1	2.2%	1
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Statham Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
B&Q, Weston Road, Crewe	0.4%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Bridgemere Village Centre	0.4%	3	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	1.0%	10	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovefields Retail Park, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Grand Junction Retail Park,	0.9%	8	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	5

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

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

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

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q34B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Second mention:															<i>Those who gave a measure at Q34A</i>													
Better environment / run-down / needs renovating	6.2%	36	7.1%	5	5.7%	1	8.4%	9	5.0%	3	6.0%	3	4.0%	1	4.6%	1	3.5%	1	2.5%	1	12.1%	2	0.0%	0	8.0%	10	3.2%	0
Better security	2.4%	14	1.5%	1	1.8%	0	5.7%	6	0.0%	0	3.1%	1	0.0%	0	1.5%	0	2.2%	0	2.2%	1	4.4%	1	0.0%	0	1.8%	2	3.2%	0
Cheaper / free parking	1.4%	8	0.0%	0	5.9%	1	1.4%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.8%	0
Cheaper public transport	0.8%	5	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Improved food shops within the town centre	1.8%	10	2.1%	1	11.7%	2	1.6%	2	8.7%	5	0.0%	0	1.9%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	4	0.0%	0	2.1%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	7.8%	46	7.5%	5	7.6%	1	8.5%	9	1.4%	1	7.5%	4	0.0%	0	0.0%	0	8.1%	2	0.0%	0	12.1%	2	19.2%	4	15.4%	19	2.8%	0
Improved quality of shops	5.7%	33	1.5%	1	12.5%	2	4.0%	4	4.0%	2	0.0%	0	2.1%	1	19.7%	6	5.5%	1	14.5%	8	0.0%	0	0.0%	0	6.5%	8	5.1%	0
Improved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Improvements to the market / provision of outdoor events.	0.2%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	6.9%	40	1.8%	1	8.5%	1	6.3%	6	4.4%	2	6.6%	3	12.6%	3	3.2%	1	0.0%	0	12.2%	6	8.3%	1	0.0%	0	11.3%	14	7.8%	1
Increased public transport	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	6	0.0%	0	0.0%	0	1.6%	2	4.8%	3	0.0%	0	2.1%	1	1.5%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Speciality food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Better range of service outlets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	1.5%	9	1.5%	1	2.9%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.3%	2	0.0%	0	4.5%	1	0.0%	0	2.8%	0
Less busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0
(Nothing / Nothing else)	59.4%	346	77.0%	54	36.9%	5	50.3%	51	52.9%	29	70.6%	34	62.9%	15	66.6%	22	75.0%	16	58.6%	31	58.8%	8	66.2%	13	52.2%	63	55.9%	4
(Don't know)	2.1%	12	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	10.1%	2	1.1%	1	0.0%	0
Weighted base:		583		70		14		102		55		49		24		32		21		52		14		20		121		8
Sample:		566		47		51		61		54		48		49		53		38		33		20		21		58		33

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Q34C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Third mention:																										
<i>Those who gave a measure at Q34B</i>																										
Better environment / run-down / needs renovating	3.1%	7	0.0%	0	5.2%	0	0.0%	0	2.3%	1	5.9%	1	4.9%	0	8.6%	1	0.0%	0	19.1%	4	0.0%	0	0.0%	0	0.0%	0
Better security	6.9%	16	35.4%	6	0.0%	0	9.9%	5	0.0%	0	5.9%	1	6.9%	1	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.6%	4	9.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.7%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.6%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.4%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Improved quality of shops	2.1%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	11.0%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	11.6%
Improved street cleaning	0.7%	2	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the market / provision of outdoor events.	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Increased general choice and range of shops	1.7%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speciality food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of service outlets	0.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	0.3%	1	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0
Less busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	78.0%	175	32.0%	5	85.0%	8	81.3%	39	85.3%	20	88.1%	13	59.2%	4	68.0%	7	85.9%	5	50.6%	10	100.0%	6	100.0%	5	90.9%	51
(Don't know)	1.2%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	4.6%	1	0.0%	0	0.0%	0	1.9%	1
Weighted base:		225		16		9		48		23		14		7		11		5		20		6		5		56
Sample:		202		11		28		27		20		17		14		18		11		10		6		3		23

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q34X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Any mention:															<i>Those who visit a centre at Q29</i>													
Better environment / run-down / needs renovating	10.9%	119	12.8%	22	5.0%	1	10.5%	17	14.0%	12	14.9%	12	10.1%	5	13.9%	8	10.7%	4	17.3%	19	17.8%	7	0.9%	1	5.6%	10	4.3%	1
Better security	5.7%	62	6.6%	11	1.8%	0	9.2%	15	7.0%	6	10.6%	9	2.6%	1	1.5%	1	6.0%	2	6.8%	7	5.9%	2	0.9%	1	2.9%	5	1.5%	0
Cheaper / free parking	5.7%	62	6.3%	11	4.3%	1	4.2%	7	5.2%	5	6.4%	5	8.4%	4	3.4%	2	5.6%	2	1.1%	1	2.9%	1	5.7%	4	9.9%	17	6.2%	1
Cheaper public transport	0.6%	6	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Improved food shops within the town centre	3.5%	38	5.5%	9	6.5%	2	6.4%	11	6.4%	6	0.9%	1	0.9%	0	0.8%	0	3.4%	1	0.8%	1	1.1%	0	1.3%	1	3.2%	6	0.0%	0
Improved leisure facilities	1.6%	17	0.8%	1	1.1%	0	1.9%	3	7.3%	6	3.7%	3	0.0%	0	0.8%	0	3.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	11.0%	120	4.4%	7	18.0%	5	13.7%	23	13.5%	12	9.3%	8	5.3%	3	8.3%	5	5.8%	2	17.4%	19	5.7%	2	7.3%	6	16.3%	28	4.6%	1
Improved quality of shops	8.0%	88	2.2%	4	14.3%	4	5.1%	8	10.4%	9	1.0%	1	5.9%	3	17.6%	10	9.1%	4	8.2%	9	2.5%	1	3.9%	3	18.1%	31	6.2%	1
Improved street cleaning	2.3%	25	1.2%	2	3.2%	1	7.4%	12	2.6%	2	2.1%	2	3.6%	2	0.7%	0	2.2%	1	0.0%	0	1.6%	1	2.1%	2	0.0%	0	2.6%	0
Improvements to the market / provision of outdoor events.	1.2%	13	0.0%	0	6.0%	2	0.0%	0	3.9%	3	0.7%	1	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
Increased general choice and range of shops	17.6%	192	10.9%	18	23.5%	6	23.5%	39	14.8%	13	18.7%	15	17.3%	9	22.1%	13	5.5%	2	9.1%	10	4.3%	2	5.8%	4	32.8%	57	24.5%	4
Increased public transport	0.8%	8	0.6%	1	0.8%	0	1.9%	3	2.4%	2	0.0%	0	0.7%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	3.2%	35	1.5%	2	2.8%	1	1.7%	3	3.1%	3	2.8%	2	2.0%	1	2.5%	1	6.5%	3	5.5%	6	4.5%	2	2.1%	2	4.8%	8	5.2%	1
Speciality food stores	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.7%	8	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	1.5%	3	0.0%	0
Better range of service outlets	0.7%	8	0.0%	0	0.0%	0	1.7%	3	0.0%	0	1.9%	2	0.9%	0	3.4%	2	1.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	2.7%	29	4.2%	7	4.0%	1	4.0%	7	0.6%	1	1.4%	1	2.6%	1	1.5%	1	0.8%	0	2.1%	2	1.1%	0	1.2%	1	3.5%	6	5.1%	1
Less busy / too congested	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.0%	1	2.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
More independent shops	1.6%	17	0.6%	1	2.2%	1	1.0%	2	3.2%	3	1.8%	1	0.7%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	1.2%	1	2.6%	4	3.7%	1
Weighted base:	1090		168		26		165		87		82		51		57		41		109		40		75		173		16	
Sample:	1052		91		79		94		89		90		95		97		80		67		53		68		89		60	

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

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q35 Why don't you visit these centres? [MR]																												
<i>Those who do not visit any of the centres at Q29</i>																												
Lack of choice and range of non-food shops	6.6%	14	7.6%	1	10.5%	1	14.2%	2	4.3%	1	17.5%	1	21.2%	0	0.0%	0	19.0%	1	2.0%	1	5.7%	2	9.2%	4	0.0%	0	2.6%	0
Lack of choice and range of food shops	1.8%	4	7.6%	1	0.0%	0	0.0%	0	0.0%	0	17.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	10.0%	21	7.6%	1	14.4%	1	26.7%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	5	10.4%	3	1.8%	1	26.9%	6	2.6%	0
Too far away from home	23.7%	50	47.1%	6	37.3%	3	0.0%	0	0.0%	0	14.5%	1	57.7%	1	0.0%	0	15.1%	1	9.9%	4	35.3%	11	40.8%	16	13.9%	3	31.3%	3
Too far away from work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Not accessible by public transport	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0
Inconveniently located car parking	1.4%	3	0.0%	0	2.7%	0	0.0%	0	17.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	3.4%	7	0.0%	0	0.0%	0	0.0%	0	11.5%	1	10.3%	1	0.0%	0	0.0%	0	11.2%	1	0.0%	0	8.8%	3	2.3%	1	0.0%	0	3.7%	0
Traffic congestion / too busy	2.4%	5	9.6%	1	17.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / poor health	2.2%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	1	7.2%	1	0.0%	0	60.9%	2	4.6%	0	2.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Not safe	2.8%	6	10.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	19.5%	0	0.0%	0	4.1%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Nothing, no reason to visit)	43.4%	92	24.9%	3	41.8%	3	20.0%	2	54.8%	7	44.5%	4	21.2%	0	19.5%	0	56.7%	4	59.1%	27	38.5%	12	32.1%	13	52.7%	11	53.4%	5
(Don't know)	4.7%	10	0.0%	0	0.0%	0	39.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	1.4%	0	0.0%	0	6.5%	1	0.0%	0
Weighted base:		211		13		8		12		13		8		2		2		7		45		32		39		21		9
Sample:		250		9		21		6		12		10		5		3		20		33		47		32		11		41
Q36 Do you make use of electronic home shopping (i.e. Internet or TV shopping)? [MR/PR]																												
Yes, Internet	56.4%	735	47.0%	85	41.3%	14	49.4%	87	55.9%	55	41.1%	37	41.1%	22	51.9%	31	56.2%	27	60.3%	93	68.4%	49	66.4%	76	73.9%	143	59.0%	15
Yes, Portable internet shopping (through mobile phone)	22.9%	298	17.1%	31	17.9%	6	25.5%	45	24.7%	24	18.7%	17	13.5%	7	23.6%	14	25.4%	12	25.2%	39	7.5%	5	27.8%	32	29.4%	57	33.2%	8
Yes, TV Shopping	2.3%	30	0.8%	1	3.4%	1	3.5%	6	0.5%	1	3.3%	3	1.5%	1	3.0%	2	5.9%	3	0.9%	1	3.7%	3	1.2%	1	3.4%	7	2.5%	1
(No)	37.3%	486	45.3%	82	58.7%	20	44.0%	78	38.7%	38	45.3%	41	51.5%	27	40.3%	24	37.4%	18	34.1%	52	29.6%	21	29.2%	33	21.0%	41	35.5%	9
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101

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

for Nexus Planning

Weighted:

August 2018

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

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

Collection at store	7.1%	58	9.9%	10	2.1%	0	10.3%	10	9.7%	6	4.2%	2	5.7%	1	2.7%	1	3.6%	1	7.1%	7	0.0%	0	12.4%	10	5.2%	8	5.9%	1
Home delivery	88.3%	721	84.0%	83	96.0%	13	86.6%	86	84.8%	52	90.7%	45	85.0%	22	93.5%	33	93.9%	28	89.2%	90	100.0%	51	79.1%	64	90.2%	138	94.1%	15
Delivery to place of work	1.1%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	5.5%	1	1.4%	0	1.4%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	2	0.0%	0
Collection at click and collect hub	0.7%	6	1.5%	1	0.0%	0	1.7%	2	2.0%	1	0.0%	0	1.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Collection at other location (Don't know / varies)	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	816	99	14	99	61	50	26	36	30	101	51	81	153	16														
Sample:	751	50	42	56	57	50	47	58	56	62	71	68	72	62														

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

Weighted:

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q40 Which centre / facility did you last visit for indoor sports or health and fitness activity?																													
<i>Those who use indoor sports facilities at Q39 AND Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Bentilee Neighbourhood Centre, Dawlish Drive, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Best Western Plus, Etruria Hall, Festival Way, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%		
Bucknall Bowling & Recreation Club	0.4%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Fenton Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Goals, Holden Lane High School, Milton Road, Stoke-on-Trent	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Mad Dogs Martial Arts, Chell Street, Stoke-on-Trent	1.7%	4	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Wallace Sports and Education Centre, Abbots Road, Stoke-on-Trent	0.4%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Fenton Manor Sports Complex, City Road, Stoke-on-Trent	10.9%	25	28.9%	8	0.0%	0	42.3%	11	18.0%	3	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%		
Lifestyle Fitness, Victoria Road, Fenton, Stoke-on-Trent	3.8%	9	14.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%		
M Club Spa & Fitness (Former Esporta), Festival Heights Retail Park, Stoke-on-Trent	1.9%	5	0.0%	0	10.0%	0	0.0%	0	6.7%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%		
Northwood Stadium, Keelings Road, Northwood	0.6%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Stanley Matthews Sports Centre, Stoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%		
Wallace Sport & Education Centre, Abbots Road, Abbey Hulton	2.6%	6	18.1%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Xecise4less, China Street, Fenton	3.2%	7	0.0%	0	0.0%	0	28.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Zone 2 - Newcastle-under-Lyme																													
Audley Methodist Church, New Road, Bignall End	0.4%	1	0.0%	0	23.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Zone 3 - Staffordshire																													

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Moorlands																															
Blythe Bridge Methodist Church, Uttoxeter Road, Blythe Bridge	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 3 - Stoke-on-Trent																															
Tollgate Hotel & Leisure, Ripon Road, Stoke-on-Trent	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 4 - Newcastle-under-Lyme																															
Michelin Sports & Conference Centre, Rosetree Avenue, Newcastle-under-Lyme	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0			
Pure Gym, Etruria Way Retail Park, Stoke-on-Trent	4.0%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	15.6%	2	0.0%	0	18.8%	1	3.9%	1	0.0%	0	0.0%	0	8.9%	4	0.0%	0			
Zone 4 - Stoke-on-Trent																															
Trentham High School, Allerton Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
M Club Spa & Fitness (Former Total Fitness), Parklands, Newcastle Road, Stoke-on-Trent	1.0%	2	0.0%	0	5.0%	0	0.0%	0	3.4%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	8.2%	0			
Nuffield Stoke Fitness & Wellbeing Centre, George Eastham Avenue, Trentham Lakes North	2.7%	6	0.0%	0	6.3%	0	10.1%	3	17.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	7.2%	0			
Zone 5 - Stoke-on-Trent																															
21st Century Leisure, Davenport Street, Longport	1.4%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Burslem Snooker Centre, Cleveland Street, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Dimensions Leisure Centre, Scotia Road, Burslem	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Fit4less, Scotia Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 6 - Stoke-on-Trent																															
DW Fitness, Alexandra Park, Scotia Road, Tunstall, Stoke-on-Trent	2.1%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	16.0%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Powerhouse Gym, Newfields Industrial Estate, High Street, Stoke-on-Trent	0.1%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
The Whitfield Valley Centre,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			

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

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August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Fegg Hayes Road, Stoke-on-Trent																												
Tunstall Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Impact Fighting Arts Academy, Tunstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
New Horizons Sports & Leisure Centre, Uplands Avenue, Chell	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7 - Newcastle-under-L yme																												
Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8 - Staffordshire Moorlands																												
Basefit Training, Brindley Close, Talke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Biddulph Valley Leisure Centre, Thames Drive, Biddulph	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	11.8%	1	26.3%	2	68.4%	5	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Alton Village Hall, Hurstons Lane, Alton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0		
Brough Park Leisure Centre, Fowlchurch Road, Leek	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shapemaster, Allen Street, Cheadle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
South Moorlands Leisure Centre, Allen Street, Cheadle	4.7%	11	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 10 - Stafford																												
Alleyne's Sports Centre, Oulton Road, Stone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0		
Stone House Hotel, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0		
Yarnfield Park Sports Centre, Yarnfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0		
Westbridge Park Fitness Centre, Stafford Road, Stone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0		
Zone 11 - Cheshire East																												
Alsager Leisure Centre, Alsager	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	8	0.0%	0	0.0%	0		
Beartown ABC, Hancock Road, Buglawton, Congleton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0		
Congleton Leisure Centre, Congleton	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	2	0.0%	0	0.0%	0	0.0%	0	17.1%	5	0.0%	0	0.0%	0		

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

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August 2018

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

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q41 Which centre / facility did you last visit to go the cinema?																												
<i>Those who go to the cinema at Q39 AND Excl. Nulls & SFT</i>																												
Zone 1 - Stoke-on-Trent																												
Cineworld, Intu Potteries Shopping Centre, Hanley	27.0%	150	45.0%	37	1.9%	0	36.1%	30	16.6%	7	47.5%	20	35.3%	6	34.6%	9	36.1%	6	39.8%	22	13.3%	5	14.5%	6	2.7%	3	0.0%	0
Odeon Cinema, Festival Park, Etruria Road, Stoke-on-Trent	18.5%	103	26.4%	22	1.9%	0	11.7%	10	7.6%	3	31.2%	13	32.5%	5	26.0%	7	37.9%	6	12.6%	7	9.6%	3	37.6%	16	10.7%	10	4.2%	0
Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Foxlowe Arts Centre, Leek	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford																												
Eccleshall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Alsager Civic Cinema, Lawson Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme																												
Vue Cinema, The Square, Market Arcade, Newcastle-under-Lyme	43.6%	242	28.6%	23	78.8%	8	37.2%	31	74.1%	30	21.3%	9	23.2%	4	35.4%	10	23.9%	4	21.5%	12	55.5%	19	22.0%	9	81.1%	77	58.0%	6
Outside Study Area																												
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	5.1%	29	0.0%	0	0.0%	0	15.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	13	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Cinemac, Heritage Centre, Roe Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Cineworld, Southwater Square, St Quentin Gate, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.5%	0
Festival Drayton Cinema, Frogmore Road, Market Drayton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	14.7%	1
Odeon Cinema, Phoenix Leisure Park, Crewe	2.0%	11	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	9	0.0%	0	0.0%	0
Odeon Cinema, The Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Woodhouse Central, Telford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	17.9%	2

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

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Odeon IMAX, The Printworks, Manchester	0.8%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0		
Vue Cinema, Star City, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Barbican Leisure Park, Shapters Road, Plymouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Ocean Drive, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	555	82	11	83	40	42	16	27	15	56	34	43	96	10														
Sample:	467	33	32	41	38	37	26	40	30	30	40	35	43	42														

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

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Burslem Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Mill Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																														
Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	2	1.2%	1	21.8%	6	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																														
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke Village Centre	0.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																														
Biddulph Moor	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.4%	1	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	1.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																														
Bradley Green Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																														
Alton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Bank Village Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	2.0%	15	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	11.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Dilhorn Local Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Local Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endon Village Centre	0.8%	6	6.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Froghall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollington Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipstones Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	5.0%	37	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.2%	3	0.0%	0	9.4%	4	4.1%	1	25.3%	25	0.0%	0	4.4%	3	1.2%	1	0.0%	0	0.0%	0
Stanley Local Centre	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Village Centre	0.4%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Brook Village Centre	0.7%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tean Village Centre	1.1%	8	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Village Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford																														
Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	1.2%	9	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	8	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Hilderstone Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	5.0%	37	2.5%	2	0.0%	0	10.5%	11	4.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.1%	2	41.8%	18	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Swynnerton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																														
Alsager Town Centre	2.5%	19	1.4%	1	2.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	21.6%	14	0.0%	0	0.0%	0	0.0%	0
Church Lawton Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

for Nexus Planning

Weighted:

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

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

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

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

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Zone 5 - Stoke-on-Trent																										
Burslem Town Centre	1.2%	6	0.0%	0	2.3%	0	0.0%	0	1.9%	1	13.6%	5	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																										
Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	29.4%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																										
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harriseahead Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	30.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Talke Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																										
Biddulph Moor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	30.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillow Heath Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																										
Bradley Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																										
Alton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Bank Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	3.5%	19	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	18.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheddleton	0.7%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipstones Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	6.1%	32	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.3%	2	4.8%	1	33.3%	27	0.0%	0	1.5%	1	0.0%	0
Oakamoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Onecote Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Local Centre	1.1%	6	10.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teau Village Centre	1.8%	9	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorncliffe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Hulme Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Village Centre	0.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 10 - Stafford																										
Barlaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	9	0.0%	0	0.0%	0	4.9%	0
Hilderstone Village Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	3.5%	18	0.0%	0	0.0%	0	7.9%	6	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	11	0.0%	0	0.0%	0	2.9%	0
Swynnerton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 11 - Cheshire East																										
Alsager Town Centre	4.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	37.4%	22	0.0%	0

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

for Nexus Planning

Weighted:

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

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

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August 2018

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

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

Tenpin, Festival Park, Etruria Road, Stoke-on-Trent	74.9%	116	100.0%	27	46.5%	1	87.4%	24	100.0%	6	100.0%	14	100.0%	3	100.0%	5	63.1%	4	24.9%	6	0.0%	0	60.9%	5	83.2%	21	26.6%	0
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Outside Study Area

AMF Bowling, Brixton Way, Harlescott, Shrewsbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	0
AMF Bowling, Lyme Green Business Park, Macclesfield	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	2	15.5%	4	0.0%	0	39.1%	3	0.0%	0	0.0%	0
AMF Bowling, Torwood Street, Torquay	0.7%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	10.5%	16	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.9%	13	11.7%	1	0.0%	0	0.0%	0	0.0%	0
Dog Bowl, Whitworth Street West, Manchester	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	4	0.0%	0
Lakeside Superbowl, Phoenix Leisure Park, Crewe	1.2%	2	0.0%	0	53.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0
Namco Funscape, The Trafford Centre, Stretford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place, Stafford	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.3%	4	0.0%	0	0.0%	0	41.0%	1
Weighted base:	155	27	3	27	6	14	3	5	6	25	5	7	25	2														
Sample:	97	10	5	11	5	10	4	8	8	12	6	4	8	6														

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

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August 2018

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

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Q46 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?																														
<i>Those who go to theatres / concert halls / museum / art galleries at Q39 AND Excl. Nulls & SFT</i>																														
Zone 1 - Stoke-on-Trent																														
Hanley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Mitchell Arts Centre, Broad Street, Stoke-on-Trent	0.4%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Potteries Museum & Art Gallery, Bethesda Street, Stoke-on-Trent	1.9%	8	3.9%	2	0.0%	0	0.0%	0	7.6%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.2%	1	0.0%	0				
Regent Theatre, Piccadilly, Stoke-on-Trent	52.5%	228	58.0%	35	34.4%	4	67.0%	44	46.1%	16	63.2%	22	86.0%	10	66.4%	16	59.5%	8	33.0%	17	45.6%	12	32.7%	13	57.6%	28				
Repertory Theatre, Leek Road, Stoke-on-Trent	2.6%	11	6.7%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	7.2%	4	2.1%	1	2.5%	1	0.0%	0				
The Sugarmill, Brunswick Street, Stoke-on-Trent	1.0%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Victoria Hall, Bagnall Street, Stoke-on-Trent	5.5%	24	6.7%	4	5.4%	1	11.3%	7	9.9%	3	6.9%	2	0.0%	0	0.0%	0	5.5%	1	1.7%	1	2.1%	1	2.5%	1	5.0%	2				
Zone 2 - Newcastle-under-Lyme																														
Audley Theatre, Hall Street, Audley, Stoke-on-Trent	0.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Betley Village Centre	0.4%	2	0.0%	0	1.7%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Zone 4 - Stafford																														
Trentham Estate, Stone Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Zone 9 - Staffordshire Moorlands																														
Foxlowe Arts Centre, Stockwell Street, Leek	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0				
Zone 11 - Cheshire East																														
Daneside Theatre, Park Road, Congleton	0.6%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0				
Zone 12 - Newcastle-under-Lyme																														
New Vic Theatre, Etruria Road, Newcastle	12.1%	52	7.1%	4	23.1%	3	4.0%	3	10.4%	4	4.0%	1	14.0%	2	8.0%	2	5.5%	1	12.8%	7	14.9%	4	20.9%	9	23.1%	11				
Newcastle-under-Lyme Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1				
The Brampton Museum, Brampton Park, Newcastle-Under-Lyme	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Wolstanton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Outside Study Area																														
Albert Hall, Peter Street, City Centre, Manchester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0				

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

Weighted:

August 2018

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

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

Weighted:

August 2018

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

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

Car / van (as driver)	64.8%	695	48.3%	72	53.4%	15	50.4%	75	56.6%	43	57.7%	42	59.3%	24	65.0%	32	65.9%	26	79.5%	105	80.6%	46	72.4%	66	78.3%	132	83.9%	16
Car / van (as passenger)	12.7%	136	23.0%	34	19.3%	5	18.9%	28	9.0%	7	15.5%	11	20.2%	8	14.2%	7	14.3%	6	6.7%	9	6.4%	4	9.5%	9	3.5%	6	10.3%	2
Bus, minibus or coach	4.6%	49	7.7%	11	4.3%	1	10.4%	16	3.2%	2	8.2%	6	3.3%	1	0.8%	0	2.9%	1	3.6%	5	0.0%	0	4.2%	4	0.6%	1	0.0%	0
Motorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.0%	75	7.9%	12	9.8%	3	4.0%	6	5.4%	4	3.9%	3	7.9%	3	4.6%	2	6.6%	3	10.2%	14	10.3%	6	7.0%	6	7.6%	13	4.5%	1
Taxi	5.4%	58	6.9%	10	3.0%	1	8.0%	12	12.4%	9	11.5%	8	8.3%	3	9.4%	5	4.1%	2	0.0%	0	0.8%	0	0.0%	0	3.9%	7	1.3%	0
Train	1.9%	20	0.0%	0	2.9%	1	5.1%	8	1.6%	1	0.0%	0	0.0%	0	3.0%	1	4.9%	2	0.0%	0	2.0%	1	1.9%	2	2.5%	4	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	34	6.3%	9	6.6%	2	0.0%	0	11.0%	8	3.2%	2	0.9%	0	3.1%	2	1.2%	0	0.0%	0	0.0%	0	4.0%	4	3.5%	6	0.0%	0
Weighted base:		1073		149		28		149		76		73		40		49		39		133		57		91		168		19
Sample:		1061		79		84		85		83		76		75		82		82		89		79		78		85		84

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

for Nexus Planning

Weighted:

August 2018

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

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
GEN Gender of respondent.																												
Male	34.3%	446	24.0%	44	28.5%	10	38.1%	67	29.6%	29	34.3%	31	38.4%	20	23.6%	14	34.1%	16	32.8%	50	42.2%	31	37.7%	43	42.1%	81	34.7%	9
Female	65.7%	856	76.0%	138	71.5%	24	61.9%	110	70.4%	70	65.7%	60	61.6%	33	76.4%	45	65.9%	31	67.2%	103	57.8%	42	62.3%	71	57.9%	112	65.3%	17
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25														
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101														

AGE Could I ask how old you are please?

18 – 24 years	9.1%	118	8.9%	16	9.7%	3	10.2%	18	12.8%	13	7.7%	7	15.9%	8	12.7%	8	8.1%	4	7.0%	11	7.2%	5	4.8%	6	8.7%	17	10.7%	3
25 – 34 years	11.6%	150	24.4%	44	14.6%	5	7.6%	14	12.8%	13	10.3%	9	5.3%	3	2.5%	2	16.3%	8	9.4%	14	12.0%	9	9.7%	11	8.7%	17	10.7%	3
35 – 44 years	19.3%	251	16.3%	30	17.9%	6	13.4%	24	24.6%	24	13.6%	12	8.4%	4	16.0%	10	5.7%	3	24.7%	38	20.2%	15	23.0%	26	29.8%	58	5.6%	1
45 – 54 years	19.2%	250	12.1%	22	9.3%	3	27.8%	49	15.0%	15	23.1%	21	18.7%	10	23.6%	14	19.1%	9	15.8%	24	19.2%	14	16.3%	19	24.4%	47	12.0%	3
55 – 64 years	17.7%	231	12.9%	23	15.0%	5	19.4%	34	14.7%	15	19.6%	18	21.2%	11	23.9%	14	14.8%	7	20.4%	31	18.3%	13	22.0%	25	13.4%	26	28.2%	7
65+ years	23.2%	302	25.5%	46	33.5%	11	21.5%	38	20.1%	20	25.7%	23	30.5%	16	21.4%	13	36.0%	17	22.8%	35	23.3%	17	24.2%	28	15.0%	29	32.8%	8
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25														
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101														

QUOTA Zone:

Zone 1 - Stoke City Centre	13.9%	181	100.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Newcastle West	2.6%	34	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Longton & Fenton	13.6%	177	0.0%	0	0.0%	0	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke	7.6%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Burslem	7.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Tunstall	4.1%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Kidsgrove	4.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Biddulph	3.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Rural East	11.8%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Rural South	5.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Rural North	8.8%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle East	14.9%	193	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	193	0.0%	0	0.0%	0
Zone 13 - Rural West	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25																
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101																

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

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13								
PC Postcode sector:																						
CW12 1	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0		
CW12 2	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	18	0.0%	0	0.0%	0	0.0%	0		
CW12 3	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17	0.0%	0	0.0%	0	0.0%	0		
CW12 4	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%	0	0.0%	0		
CW3 9	1.3%	17	0.0%	0	50.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 2	0.7%	10	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 3	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 4	0.7%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 5	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 6	2.6%	34	18.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST10 1	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	28	0.0%	0	0.0%	0	0.0%	0		
ST10 2	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.0%	0	0.0%	0	0.0%	0		
ST10 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0		
ST10 4	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23	0.0%	0	0.0%	0	0.0%	0		
ST11 9	4.0%	53	0.0%	0	0.0%	0	29.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST12 9	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0		
ST13 5	2.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	27	0.0%	0	0.0%	0	0.0%	0		
ST13 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0		
ST13 7	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0		
ST13 8	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	0.0%	0	0.0%	0	0.0%	0		
ST15 0	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	14	0.0%	0	0.0%	0		
ST15 8	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	28	0.0%	0	0.0%	0		
ST2 0	1.0%	13	7.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST2 7	1.8%	24	13.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST2 8	1.3%	17	9.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST2 9	1.1%	14	7.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST21 6	1.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	22	0.0%	0	0.0%	0		
ST3 1	1.4%	19	0.0%	0	0.0%	0	10.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 2	1.3%	17	0.0%	0	0.0%	0	9.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 3	0.8%	10	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 4	0.9%	12	0.0%	0	0.0%	0	6.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 5	2.0%	25	0.0%	0	0.0%	0	14.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 6	0.9%	12	0.0%	0	0.0%	0	6.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 7	2.2%	29	0.0%	0	0.0%	0	16.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 1	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 2	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 3	4.2%	55	30.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 4	1.1%	15	0.0%	0	0.0%	0	0.0%	0	14.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 5	1.5%	19	0.0%	0	0.0%	0	0.0%	0	19.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 6	0.7%	10	0.0%	0	0.0%	0	0.0%	0	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 7	0.5%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 8	3.7%	49	0.0%	0	0.0%	0	0.0%	0	49.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST5 0	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	30	0.0%	0
ST5 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
ST5 2	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	0.0%	0

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

Weighted:

August 2018

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

Appendix 3: Town Centre Healthchecks

Newcastle-under-Lyme Town Centre

Description

The principal centre in the Borough, Newcastle-under-Lyme town centre, is located 3.5 kilometres to the west of Hanley. It is designated as a Strategic Centre in the adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (2009) and similarly tops the hierarchy as a Strategic Town Centre in the emerging Newcastle-under-Lyme First Draft Local Plan 2020-2040.

The town centre is focussed around a historic market core, which is reflected in the high quality and attractive environment of the centre. The range of operators in the centre is considered to be sufficient to support its strategic role and function, and to serve the needs of a diverse variety of users.

The comparison offer in the centre has reduced in size and diversity since the previous survey. Using the centre boundary as identified by Experian Goad, a total of 337 units were recorded comprising a total gross floorspace of 89,740 sq.m.



Figure 1: Much of Newcastle-under-Lyme town centre is pedestrianised and easily walkable.



Figure 2: The town centre benefits from tree-lined streets and historic buildings which contribute to a pleasant environment.



Figure 3: The centre is accessible by car and bus, being surrounded by the dual carriageway ring road formed by the A34, A52 and A527.



Figure 4: Newcastle-under-Lyme enjoys a strong and diverse evening leisure offer, catering to local residents and students of Keele University.

Table 1 Newcastle-under-Lyme Town Centre Floorspace Composition

GOAD Category	Floorspace at 2010 (sq.m)	Floorspace at 2010 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Floorspace at 2024 (sq.m)	Floorspace at 2024 (%)	Floorspace UK Average at March 2024 (%)
Convenience	9,281	13.3	10,050	13.0	19,350	21.6	15.5
Comparison	31,048	46.1	25,790	33.2	18,640	20.8	29.7
Retail Services	2,359	3.5	4,360	5.6	8,080	9.0	7.3
Leisure Services	6,986	10.4	22,200	28.6	24,050	26.8	26.6
Financial and Business Services	4,524	6.7	4,850	6.3	5,460	6.1	6.3
Miscellaneous	1,152	1.7	0	0.0	0	0.0	0.0
Vacant	12,312	18.3	10,320	13.3	14,160	15.8	14.0
	66,312	100.0	77,570	100.0	89,740	100.0	100.0

Source: Current composition of town centre derived from Nexus Planning survey of April 2024; 2018 Figures derived from Nexus Planning survey of August 2018; 2011 figures derived from Newcastle-under-Lyme Retail and Leisure Study 2011; UK Average from Experian Goad Report March 2024.

Table 2 Newcastle-under-Lyme Town Centre Unit Composition

GOAD Category	Number of Units at 2010	Units at 2010 (%)	Number of Units at 2018	Units at 2018 (%)	Number of Units at 2024	Units at 2024 (%)	Units UK Average at March 2024 (%)
Convenience	26	10.0	28	8.6	34	10.1	9.3
Comparison	114	43.7	97	29.8	68	20.2	26.8
Retail Services	27	10.3	38	11.7	49	14.5	15.8
Leisure Services	31	11.9	80	24.5	88	26.1	25.4
Financial and Business Services	27	10.3	24	7.4	21	6.2	8.7
Miscellaneous	2	0.8	0	0.0	0	0.0	0.0
Vacant	34	13.0	59	18.1	77	22.8	14.0
TOTAL	261	100	326	100	337	100.0	100.0

Source: Current composition of town centre derived from Nexus Planning survey of April 2024; 2018 Figures derived from Nexus Planning survey of August 2018; 2011 figures derived from Newcastle-under-Lyme Retail and Leisure Study 2011; UK Average from Experian Goad Report March 2024.

Table 3 Newcastle-under-Lyme Town Centre Facilities

Type of Provision		Total
Key Anchor Stores	Morrisons, Sports Direct and Sainsburys	32
Other National Retailers	Aldi, Barnardo's, Blacks, Bodycare, Boots, Cancer Research UK, Card Factory, Cex, Claire's, Clintons, EE, Game, Greggs, H Samuel, Heron, Home Bargains, Iceland, JD, Lidl, New Look, Oxfam, PDSA, Peacocks, Poundland, Ryman, Save the Children, Sense, Superdrug, The Salvation Army, The Works, Warren James	
Community Facilities	Two health centres, two places of worship and a tourist information centre	5

Source: Composition of Newcastle-under-Lyme Town Centre derived from Nexus Planning Survey of April 2024

Table 4 Major Retailers Present in Newcastle-under-Lyme Town Centre

Department Stores		Clothing	
House of Fraser	0	H&M	0
John Lewis	0	Monsoon Accessorize	0
Marks & Spencer	0	New Look	1
Mixed Goods Retailers		Next	0
Argos	1	Primark	0
Boots the Chemist	1	Other Retailers	
TK Maxx	0	Clarks	0
W H Smith	0	Clintons	1
Supermarkets		EE	1
Asda	0	HMV	0
Morrisons	1	O2	0
Sainsbury's	1	Superdrug	1
Tesco	0	Vodafone	0
Waitrose	0	Waterstones	0

Source: Composition of Newcastle-under-Lyme Town Centre derived from Nexus Planning Survey of August 2018

- Overall Composition**
- Within Newcastle-under-Lyme town centre (as defined by Experian Goad) there are 337 units comprising a total gross floorspace of 89,740 sq.m.
 - Our survey recorded 77 vacant units within the centre, which accounts for a vacancy rate of 22.8% and equates to 15.8% of the total stock of retail floorspace. Both figures are higher than the national average, which is 14.0% in respect of both floorspace and units.
 - Newcastle-under-Lyme serves a diverse catchment area, with operators and services geared towards residents and the resident student population.
 - Although the centre is walkable for pedestrians, it is surrounded on all sides by a ring road which reduces its accessibility somewhat.

Uses There are 102 convenience and comparison retailers located within Newcastle-under-Lyme, with these units accounting for a total of 37,990 sq.m of floorspace which equates to 42.3% of the total commercial floorspace in the centre.

Comparison operators account for 18,640 sq.m of floorspace, or 20.8% of the total stock of floorspace. The 68 operators (which account for 20.2% of all operators in the centre) include a decent range of retail operators, ranging from local independents to national multiples such as Poundland, Superdrug, and Boots. However, the centre lacks a diversity with respect to fashion retailing, with the only major national fashion multiples located in Newcastle-under-Lyme being New Look. The centre should therefore look to enhance its fashion retail offer, with the potential of exploring possibilities within the underutilised Roebuck Shopping Centre. The Roebuck Centre has diversified its offer in recent years, with the opening of the Foundry Gym and other new businesses including a café.¹ However, it remains largely vacant, and the work of the Newcastle-under-Lyme BID in attracting new comparison operators continues to be important.

More broadly, while the comparison offer in the centre remains reasonably strong, since the previous survey there have been a number of changes to the composition of non-food retailers including the loss of Dunelm on High Street, and of Bonmarché and Dorothy Perkins at the Roebuck Centre. To some extent, the decline of comparison representation reflects the format of the town centre's commercial stock, much of which is listed or falls within the designated Conservation Area, being unsuited to the needs of modern comparison retailers. Dunelm, for example, has since relocated to a purpose-built 'retail warehouse' unit at Wolstanton Retail Park.

Another factor that impacts on non-food retail provision in Newcastle-under-Lyme is competition from Hanley. The 2019 Retail Study noted that the town centre played a secondary role to Hanley in respect of its comparison goods offer, and this trend has continued. In addition, the town centre has been vulnerable to the well-documented challenges faced by the wider UK retail market since 2019, including the impacts of Brexit, the Covid-19 pandemic, and rises in the cost of living. In this context, the planned investments detailed in the 'Opportunity Sites' section of this healthcheck will be key to ensuring the resilience of the town centre and supporting its wider regeneration.

The convenience offer of Newcastle-under-Lyme is diverse, and in respect of units and floorspace is broadly in line with current national averages. It is underpinned by a large Morrisons superstore located on Brook Lane, but includes bakers, butchers, convenience stores, tobacconists and delicatessens as well as national operators such as Iceland and Aldi. The 34 convenience operators account for 19,350 sq.m of floorspace which equates to 21.6% of the total commercial floorspace in the centre.

Convenience and comparison operators are broadly in line with current UK national averages, although the loss of diversity and floorspace in respect of the comparison offer does present cause for concern.

There are 158 service (leisure, retail and financial and business) operators in Newcastle-under-Lyme. These account for 46.9% of all units in the town centre

¹ <https://www.stokesentinel.co.uk/news/stoke-on-trent-news/five-new-stores-cafe-set-8245538>

and 37,590 sq.m of floorspace in the centre, which is 41.9% of the total stock of commercial floorspace.

Leisure service units are the most numerous. These account for 24,050 sq.m of floorspace, equating to 26.1% of the total stock of commercial floorspace. The leisure service offer is diverse and helps to underpin the vitality and viability of Newcastle-under-Lyme through its varied offer. Operators include restaurants, public houses, cafés, bars and wine bars, betting offices, hot-food takeaways, gyms and a nightclub. The centre gears its offer to a diverse range of groups, reflecting the demographics of Newcastle-under-Lyme, with services for students, residents and visitors. Leisure service operators are found throughout the centre, and although most operators are independent there are several national multiples with a presence in the centre, including Dominos Pizza, Betfred and Costa.

Newcastle-under-Lyme also plays an important civic and governmental role for the wider borough, with the main offices of Newcastle-under-Lyme Borough Council being located within the centre. Additionally, within the centre are a number of offices, two places of worship (including St Giles' Church), and two health centres. The town centre therefore has a wide range of services that are likely to result in a number of linked trips into Newcastle-under-Lyme.

Daytime/Evening Economy

Newcastle-under-Lyme's daytime economy is underpinned by its diverse retail and service offer, with its edge-of-centre convenience anchors providing key support by attracting trade and footfall via linked trips. In addition, the centre's comparison stores provide a reasonably good day-to-day offer that meets the needs of local residents.

While the majority of shops and service traders in the town centre operate during normal business hours, the national multiple retailers (especially the edge-of-centre supermarkets) open as late as 10pm Monday to Saturday. These uses therefore generate some activity in the centre and around its periphery until late evening.

However, the primary focus of the town centre's evening economy is its food and drink offer. Licensed premises are spread throughout the centre, but concentrated along Ironmarket and High Street. These are supported by a number of takeaways and fast food restaurants. Much of the offer is aimed at students of the nearby Keele University. There is some student accommodation within the town centre and it is well-connected to the surrounding residential suburbs.

This provision is complemented by the large-footprint leisure uses at Lymelight Boulevard in the south-east of the centre. This development includes family-oriented uses and provides for a Vue Cinema, escape rooms, laser quest, an indoor climbing centre, a soft play area, bowling lanes, and additional food and drink facilities.

Overall, the centre enjoys a strong and diverse evening leisure offer which ensures that it benefits from activity and footfall until late into the night.

Vacancies

Our survey recorded a total of 77 vacant units in Newcastle-under-Lyme, which account for a total of 14,160 sq.m of retail floorspace and equate to 15.8% of the total stock of commercial floorspace. This figure is higher than the current UK national average for vacant floorspace of 14.0%.

However, it should be noted that our survey visit took place in April 2024, when the York Place Shopping Centre was being emptied of occupiers in advance of its redevelopment (as explained in more detail below under the 'Opportunity Sites' heading). If the York Place vacancies are removed from the table above, then the amount of vacant floorspace in the town centre falls to 12,420 sq.m (14.1%) and the number of vacant units falls to 62 (19.3%). Thus, the ongoing redevelopment of York Place brings the proportion of unoccupied floorspace in Newcastle-under-Lyme in line with the national average, but the proportion of empty commercial units remains well above that found in a typical UK centre.

Even accounting for the York Place redevelopment, vacancy rates in the town centre have increased since 2018 in terms of both units and floorspace. As noted above, the recorded rises reflect, at least in part, the decrease in the centre's comparison retail provision over the past few years. This decline is considered to reflect a number of factors, including: the unsuitability of much of Newcastle-under-Lyme's historic commercial stock for many modern retailers; competition from Hanley, which lies just 3.5km to the east of the town centre; and the challenges faced by the wider UK retail market since 2019, including the impacts of Brexit, the Covid-19 pandemic, and rises in the cost of living. The Roebuck Shopping Centre has been particularly hard hit by the broad trends in the non-food retail sector and is therefore the focus of a particular concentration of empty premises.

The other vacant units are dispersed throughout Newcastle-under-Lyme, which is beneficial as it results in no one area feeling dominated by empty units. The vacancies are generally well-maintained, which also reduces their negative impact on the centre environment.

Overall, we consider that the town centre's higher-than-average vacancy rates do not significantly undermine its vitality and viability, with its overall retail and service offer remaining reasonably strong and sufficient to meet the majority of the day-to-day needs of its catchment. Nonetheless, the rises in vacancy rates reinforce the importance of the planned investments and efforts to diversify the centre offer detailed below. These interventions will be key to ensuring the resilience of Newcastle-under-Lyme and securing its wider regeneration.

Opportunity Sites

Newcastle-under-Lyme town centre is set to benefit from an extensive regeneration and growth programme led by the Borough Council and its partners (which include the Newcastle BID, Staffordshire County Council, Aspire Housing, Keele University and the local community). The range of planned commercial and economic development in the town centre is explained in the Council's 'Experience Newcastle' brochure of March 2024, which seeks to promote investment in Newcastle-under-Lyme.²

² Available here: <https://www.newcastle-staffs.gov.uk/downloads/file/2156/reinvigorating-our-historic-market-town>

The brochure provides a summary of the committed funding that will be invested in the town centre, as follows:

- **Future High Streets Fund** – The Council has secured a capital grant of £11m to redevelop three key town centre sites, with the works anticipated to be completed in 2024. The three linked sites are:
 - the Ryecroft site in the north of the town centre, plans for which include the demolition of the former civic centre, the provision of a new multi-storey car park and development plots for residential and commercial use, and potentially a new mid-range hotel;
 - the former York Place Shopping Centre at the junction of High Street and Merrill Street, which will be demolished and redeveloped for shop and office floorspace and public open space which links the Ryecroft development with the remainder of the town centre; and
 - the lower end of High Street, where the existing Midway car park will be demolished (following the completion of the new multi-storey car park at the Ryecroft site) and the land redeveloped for residential units, together with public realm enhancements and investment in the market and public spaces.
 - **Newcastle Town Deal** – Another £23.6m capital grant from the former MHCLG will fund strategic developments and projects in Newcastle, with the most relevant to the town centre being:
 - the demolition of the former Zanzibar nightclub to the east of the town centre and the redevelopment of the site for enterprise units and residential uses;
 - investment in walking and cycle networks;
 - investment into the creation of a new 'digital society' in association with Keele University;
 - the development of a new centre for performing arts focusing on circus skills and training;
 - investment in electric vehicle (EV) charging points; and
 - investment in mega-fast internet infrastructure to drive new business development in the town.
 - **UK Shared Prosperity Fund** – £4.8m of revenue grant from DLHUC will be invested in projects that reflect three investment priorities:
-
-

- Community and place – interventions include improvements to high street infrastructure, green spaces, energy efficiency and getting about;
- Supporting Local Business – interventions include support for the visitor economy, enhancing digital skills in the market place and supporting innovation and R&D; and
- People and Skills – interventions include skills and training aimed at reducing worklessness and improving digital skills in the population.

While it will also be important to reoccupy and repurpose the existing vacant commercial stock in Newcastle-under-Lyme, these significant planned large-scale developments and investments have the potential to revitalise the town centre by bringing new footfall and catalysing further investment.

Pedestrian Flows

At the time of our visit, moderate pedestrian flows were noted along the main pedestrianised routes through Newcastle-under-Lyme, namely Ironmarket, Castle Walk and High Street. These routes are considered to form the main retail circuit in the centre. Activity was strongest towards the south of the centre and around the bus station on Barrack Road.

Lower levels of activity were noted in Roebuck Shopping Centre, again indicative of the under-utilisation of the centre and symptomatic of its greater concentration of vacant units. Reduced pedestrian flows were also noted along Merrial Street and in the northern part of the town centre. Although there are fewer retail operators in this area, it is considered that this disparity is reflective of the negative impact that the soon-to-be-redeveloped Ryecroft site has on pedestrian footfall in the north of Newcastle-under-Lyme.

As a result of the centre’s location within a ring road, relatively poor pedestrian flows were noted between the centre and the areas in the immediate vicinity of it. This is likely a result of the ring road restricting movement between Newcastle-under-Lyme town centre and areas beyond, despite the provision of pedestrian crossings and subways at key access points. Although it was noted that a large number of visitors appeared to arrive by car, strong pedestrian flows were noted from the bus station at Barracks Road along Castle Walk and Hassell Street, indicating usage of the public transport network.

Pedestrian activity in Newcastle-under-Lyme is concentrated on the main retail circuit with little activity noted on the peripheral routes through the centre. At the time of the visit, work had started on the former Sainsbury’s site at Ryecroft to drive forward the creation of public open space, shops and offices as well as a 450-space multi-storey car park. This will be a positive development which will encourage footfall for the town centre.

Accessibility

Newcastle-under-Lyme town centre is surrounded by a dual carriageway ring road formed by the A34, A52 and A527. This has the effect of isolating the town centre from the surrounding residential areas, creating a central retail ‘island’. However, there are a number of direct pedestrian links across the ring road, including

pedestrian crossings and subways, which ensure that the town centre is accessible to pedestrians. The main retail core of Newcastle-under-Lyme is located on the pedestrianised streets of Ironmarket, Castle Walk and High Street and ensures that pedestrians feel safe when in the centre.

The centre is also well-served by public transport and has two bus stations, on Merrial Street and Barracks Road. These offer direct services to Hanley, Keele, Kidsgrove and locations throughout Newcastle-under-Lyme, but also regional destinations such as Nantwich, Crewe and Market Drayton. Direct services are also provided to Stoke-on-Trent train station (located approximately three kilometres to the east) which can be accessed on the Orange 1/1A bus service in approximately 20 minutes. Train services from Stoke-on-Trent provide direct access to a number of regional destinations, and national destinations including Birmingham, Manchester and London.

Being bound by the local highway network, Newcastle-under-Lyme is easily accessible to the local, regional and national road network. Car parks are located throughout the centre, with the largest being the Midway car park adjacent to the Roebuck Shopping Centre. This is a multi-storey car park providing 655 spaces. Car parks are also located at St Georges Centre, Windsor Street, School Street and Goose Street, with some on-road parking possible in the centre.

Although the accessibility of the centre is somewhat compromised due to its location within the inner ring road, there are ample pedestrian crossings provided and the public transport network radiates out from the town centre. Therefore, the town centre is easily accessible to residents throughout Newcastle-under-Lyme and beyond.

Perception of Safety

Newcastle-under-Lyme is an attractive and well-maintained centre, with no evidence of graffiti, vandalism or anti-social behaviour and little evidence of littering at the time of our visit. The pedestrianised areas of the centre and the area around the bus stations on Merrial Street and Barracks Road ensure a high level of natural and passive surveillance, and a lack of passing traffic throughout much of the centre provides for a largely safe and secure environment.

However, in less central areas, as footfall falls away, the perception of safety reduces. This is particularly the case to the north of the centre, although the retail units in this area provide an element of natural surveillance. According to the website www.crime-statistics.co.uk, 319 crimes were reported within a mile radius of Newcastle-under-Lyme town centre in February 2024.

Environmental Quality

Newcastle-under-Lyme is a historic market town and consequently the centre, particularly around the Guildhall and at the junction of High Street and Ironmarket, benefits from a number of attractive period buildings. Many of the buildings in the centre are unique in appearance, helping to create an interesting and pleasant shopping and leisure environment. The town centre also benefits from generally high-quality public realm. Trees line the majority of the pedestrianised areas, and there are seasonal planters sporadically placed throughout. Queen’s Gardens on Ironmarket is an attractive area of greenspace which greatly enhances this part of the centre.

Vacant units are located throughout Newcastle-under-Lyme. As noted above, the Roebuck Shopping Centre suffers from a particular concentration of empty premises which reflects the decline of the centre's comparison offer in recent years. In general, however, the vacant units are dispersed throughout the town centre and for the most part well-maintained, which reduces their detrimental impact on the quality of the centre environment.

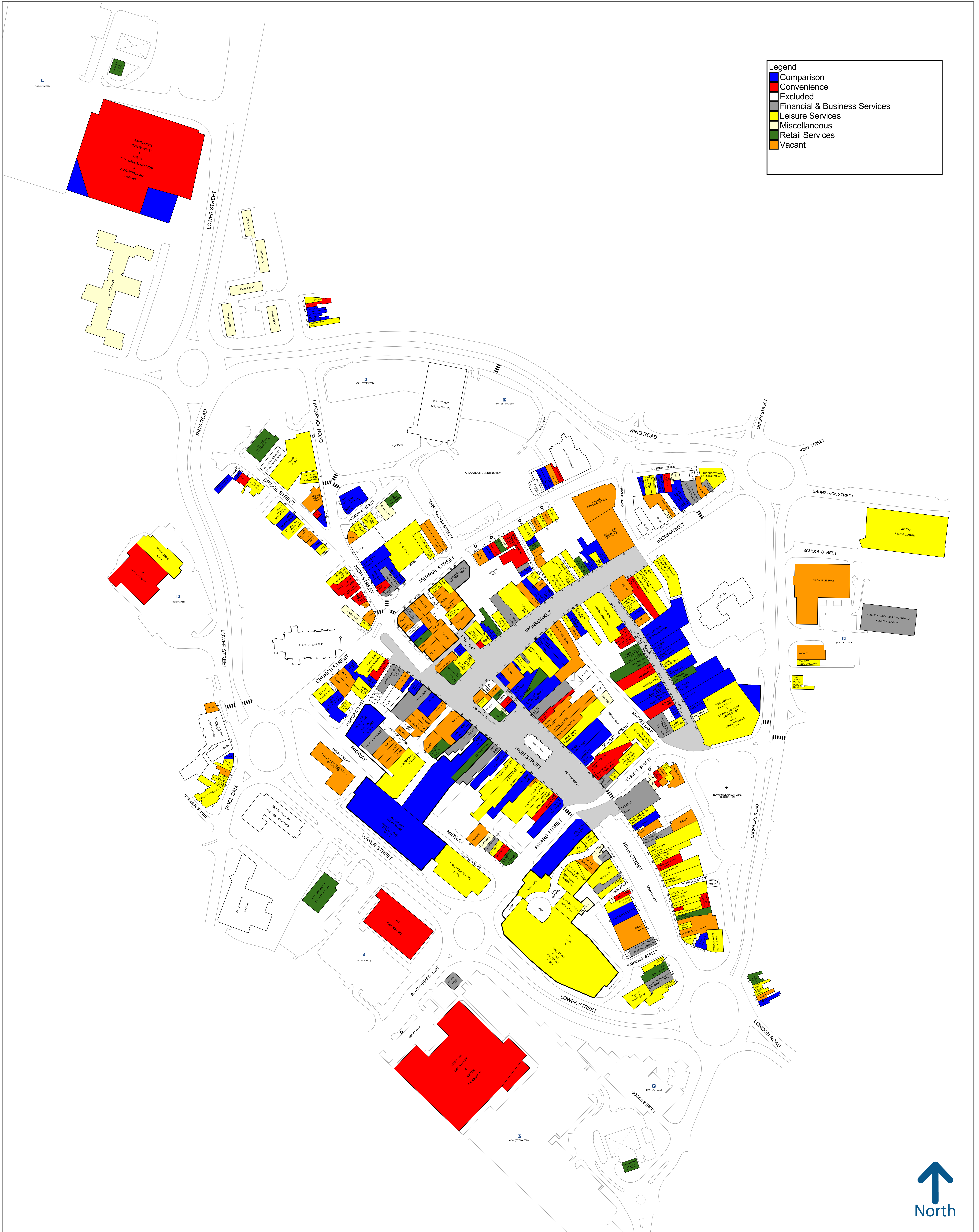
On the day of our fieldwork visit, construction work was underway in relation to the redevelopment of the former Sainsbury's site on Ryecroft Road (as detailed in the 'Opportunity Sites' section above). Although this site is somewhat removed from the current retail core of Newcastle-under-Lyme, it still constitutes a large void in the northern part of the centre. Its re-use for a mix of high-quality uses with enhanced connections to the remainder of the town centre will therefore provide an important and welcome boost to the overall environmental quality.

Overall, Newcastle-under-Lyme is a pleasant centre in which to spend time, with an attractive and well-maintained public realm. The historic buildings in the centre provide further interest for visitors, and the managed areas along Castle Walk are of high quality. The area to the north of Merrial Street, particularly around the former Sainsbury's, is of a poorer quality and the redevelopment of this site, which has started is likely to improve the quality of this area.

Conclusions

Our overall conclusion with regard to the health of Newcastle-under-Lyme town centre is that it is reasonably vital and viable. While the recorded decline in comparison provision and rise in vacancy rates since the previous Retail Study are concerning, the centre continues to provide a varied retail and service offer which is sufficient to meet the majority of the needs of its diverse catchment.

The planned redevelopment of the Ryecroft site and other committed investments represent significant opportunities to ensure the future resilience of the town centre and support its wider regeneration.



Legend

- Comparison
- Convenience
- Excluded
- Financial & Business Services
- Leisure Services
- Miscellaneous
- Retail Services
- Vacant



50 metres

Experian Goad Plan Created: 23/04/2024
Created By: Nexus Planning Ltd



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Kidsgrove Town Centre

Description

Kidsgrove is located approximately 8 kilometres to the north of Newcastle-under-Lyme Town Centre. It is designated as a Significant Urban Centre in the adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (2009) and an Urban Town Centre in the emerging Newcastle-under-Lyme First Draft Local Plan 2020-2040.

It is the second largest centre in the Borough, providing for 81 retail, leisure and service units and approximately 10,000 sq.m of commercial floorspace. These premises are focussed around the two parallel shopping streets of Market Street and Liverpool Road, which mostly accommodate relatively small-scale independent traders.

Retail and leisure services, particularly health & beauty and takeaway operators, form the predominant uses in Kidsgrove. The convenience offer is influenced by the proximity of edge- and out-of-centre Tesco, Lidl and Aldi supermarkets, with the in-centre retailers catering much more for top-up shopping than main grocery shopping trips. Comparison retail provision is more diverse, with a reasonable variety of operators for a centre of this size. Home Bargains plays a key role in drawing footfall to the town centre.



Figure 1: Home Bargains on Market Street is a significant driver of visitors to Kidsgrove



Figure 2: The streetscape and environmental character of the town centre is varied



Figure 3: Liverpool Road, one of the main shopping streets, provides for mainly independent retail and service operators



Figure 4: Kidsgrove town centre generally has a high standard of accessibility, although its topography is uneven and steep in places

Table 1 Kidsgrove Town Centre Floorspace Composition

GOAD Category	Floorspace at 2011 (sq.m)	Floorspace at 2011 (%)	Floorspace at 2018 (sq.m)	Floorspace at 2018 (%)	Floorspace at 2024 (sq.m)	Floorspace at 2024 (%)	Floorspace UK Average at March 2024 (%)
Convenience	680	8.8	686	6.8	1,074	10.6	15.5
Comparison	2,698	34.7	4,243	42.0	3,534	34.8	29.7
Retail Services	1,689	21.7	2,094	20.8	2,538	25.0	7.3
Leisure Services	808	10.4	2,247	22.3	1,704	16.8	26.6
Financial and Business Services	709	9.1	459	4.5	187	1.8	6.3
Miscellaneous	671	8.6	0.0	0.0	0.0	0.0	0.0
Vacant	511	6.6	363	3.6	1,119	11.0	14.0
TOTAL	7,766	100.0	10,091	100.0	10,157	100.0	100.0

Source: Current composition of town centre derived from Nexus Planning survey of April 2024; 2018 Figures derived from Nexus Planning survey of August 2018; 2011 figures derived from Newcastle-under-Lyme Retail and Leisure Study 2011; UK Average from Experian Goad Report March 2024.

Table 2 Kidsgrove Town Centre Unit Composition

GOAD Category	Number of Units at 2011	Units at 2011 (%)	Number of Units at 2018	Units at 2018 (%)	Number of Units at 2024	Units at 2024 (%)	Units UK Average at March 2024 (%)
Convenience	7	9.7	9	11.5	10	12.3	9.3
Comparison	23	31.9	17	21.8	15	18.5	26.8
Retail Services	16	22.2	24	30.8	27	33.3	15.8
Leisure Services	12	16.7	19	24.4	16	19.8	25.4
Financial and Business Services	6	8.3	4	5.1	3	3.7	8.7
Miscellaneous	1	1.4	0	0.0	0	0.0	0.0
Vacant	7	9.7	5	6.4	10	12.3	14.0
TOTAL	72	100.0	78	100.0	81	100.0	100.0

Source: Current composition of town centre derived from Nexus Planning survey of April 2024; 2018 Figures derived from Nexus Planning survey of August 2018; 2011 figures derived from Newcastle-under-Lyme Retail and Leisure Study 2011; UK Average from Experian Goad Report March 2024.

Uses

Retail operators occupy 45.4% of Kidsgrove’s commercial floorspace, which represents a slight fall from the 48.8% figure recorded in August 2018.

Ten of these retailers are convenience traders, accounting for 10.6% of the town centre’s floorspace. While this proportion of convenience floorspace is higher than that recorded in Kidsgrove in 2018 (6.8%), it remains below the national average of 15.5%.

The relative lack of convenience floorspace in the town centre reflects the proximity of the edge-of-centre Tesco superstore approximately 150m to the northwest of the boundary and the out-of-centre Lidl and Aldi supermarkets located around 400m and 350m respectively to the northwest and southwest. These large-format supermarkets are the focus of the majority of main shopping trips for residents of Kidsgrove's catchment, while the town centre operators function as 'top-up' shopping destinations.

As a consequence, six of the ten convenience retailers in Kidsgrove fall into the convenience stores/CTN category, and these are supplemented by three bakers/confectioners and a butcher. Most operators are independent, although there is multiple representation from Londis and Wrights Pies.

With regard to the comparison offer in Kidsgrove, the town centre's 15 non-food stores account for 34.8% of its commercial floorspace. This figure represents a fall from the 42.0% recorded in 2018 (owing to the net decrease of two units), which must be understood in the context of broader UK trends over this period which have resulted in numerous challenges facing the comparison sector.

Kidsgrove's proportion of non-food retail floorspace remains above the national average of 29.7%. However, this finding is largely attributable to the large-format Home Bargains store on Market Street (measuring around 934 sq.m gross), which on its own accounts for 26.4% of the town centre's comparison space. Indeed, the proportion of comparison units in the town centre (18.5%) is well below the national average (26.8%), likely in part as a reflection of the broad range of non-food goods available at the nearby Tesco superstore (and to a lesser extent the Lidl and Aldi supermarkets).

Nonetheless, the town centre benefits from a fairly diverse provision of comparison operators, including representation from charity shops, chemists, electrical goods retailers, gift shops, florists, furniture shops, hardware and household goods retailers, mobile phone shops, toy and hobby shops, and a shop selling vehicle accessories. Home Bargains is the only national multiple non-food retailer and clearly plays a significant role in drawing trade and footfall to the centre. Overall, despite the slight fall in non-food retail units and floorspace since 2018, we remain of the view that Kidsgrove has a reasonable provision of comparison operators which are suitable to serve the needs of the local community.

Kidsgrove town centre contains 46 service traders in the retail services, leisure services, and financial & business services categories – accounting for 4,429 sq.m (43.6%) of its commercial floorspace. These figures are fairly consistent with those recorded in 2018, representing a small net loss of one unit and 371 sq.m of floorspace.

Retail services were the most frequently occurring type of commercial use in Kidsgrove town centre on the day of our visit, occupying 33.3% of its units and 25.0% of its floorspace, significantly above the national averages

of 15.8% and 7.3% respectively. There has been a net increase in retail services representation in the centre since 2018, amounting to three units and 444 sq.m of floorspace. The current offer is dominated by health & beauty operators, which accounted for over 80% of the retail service units recorded. However, the centre also contains a funeral director, laundrette, optician, pet groomer and post office. This range is considered adequate to meet most of the day-to-day needs of the walk-in catchment.

The town centre's 16 leisure service operators equate to 1,704 sq.m of floorspace. Since 2018, the net level of leisure services representation in Kidsgrove has decreased by three units and 543 sq.m of floorspace. The current level of leisure representation is also below the UK averages in terms of floorspace (16.8% in Kidsgrove compared to 26.6% nationally) and units (19.8% in Kidsgrove compared to 25.4% nationally). Aside from the Coral betting office, all of the leisure services operators in the town centre are independent, and the provision is skewed towards takeaway operators, which account for 56% of the recorded leisure units. There are also three pubs and social clubs, two casino/betting offices, two restaurants (although one of these, Rozey Balti on Heathcote Street, is not recorded in the tables above due to being a first-floor use) and a café. Although somewhat limited, this range is considered reasonable for a centre of Kidsgrove's size and function.

Financial & business services account for just three of the town centre's commercial units and 187 sq.m of floorspace. The closure of the Barclays bank since 2018 has resulted in a loss of diversity in the offer, which is now entirely composed of estate agents. Moreover, the provision of financial & business services is now well below UK averages in terms of both proportion of floorspace (1.8% in Kidsgrove compared to 6.3% nationally) and units (3.7% in Kidsgrove compared to 8.7% nationally).

Although not recorded in the tables above, it is important to note that Kidsgrove also benefits from a number of community facilities which drive footfall and add to the function of the town centre. These include a church, dentist, Jobcentre, library, and the MIM Drama School on Liverpool Road. As noted in the 2019 Retail Study, therefore, Kidsgrove continues to be well-served by a variety of community facilities which support its status as a significant centre within the Newcastle-under-Lyme Borough.

Daytime/Evening Economy

Kidsgrove's daytime economy is underpinned by its role as a retail and service centre catering for a good number of the day-to-day needs of its residential catchment. Given the nature of its operators, which are largely independent and small-format, most of the centre's shops and retail service businesses trade during normal business hours. Even the larger Home Bargains store on Market Street closes at 6pm Monday to Saturday (and 4pm on Sundays).

Kidsgrove does contain some scattered public houses, restaurants, and a social club, which open late and bring some footfall in the evenings. The town centre's nine takeaways also generate activity until the late hours of

the night and, in some cases, early hours of the morning. Overall, however, we consider that the town centre's evening economy is limited, particularly outside of the Market Street area where the takeaways are concentrated.

Vacancies

The number of vacant units recorded in Kidsgrove has doubled since 2018 from five (6.4% of the total commercial units in the centre) to ten (12.3%). The increase is even more significant in terms of vacant floorspace, which has increased from 363 sq.m in 2018 (3.6% of the total) to 1,119 sq.m in 2024 (11.0%).

It is important to note that the recorded rises in vacancy rates have taken place in the context of a wider UK market impacted by factors including the Covid-19 pandemic and growth in online shopping. Nationally, the floorspace vacancy rate has risen from 9.3% in March 2018 to 14.0% in March 2024, while the unit vacancy rate has risen over the same period from 11.2% to 14.0%. Kidsgrove's own proportions of unoccupied floorspace and units continue to fall below these UK averages.

At the time of our survey, most of the ten vacant units recorded were located around the junction of Heathcote Street and Liverpool Road. The concentration of empty frontages had a substantial detrimental impact on this part of the centre, which in general is quieter and appears to benefit less from the footfall generated by Home Bargains on Market Street. The former Barclays unit on 90 Liverpool Road (whose closure is also a reflection of broader trends impacting representation from high street banks across the UK) is a particularly prominent vacancy which negatively impacts on the connection between the town centre's two parallel main shopping streets.

Overall, while vacancy rates in Kidsgrove remain below UK average levels, the recent rise is concerning and has begun to have a negative impact particularly around the Heathcote Street/Liverpool Road area of the town centre.

Opportunity Sites

While it will be important to repurpose or reoccupy the identified vacant units, the limited scale of the majority of premises in Kidsgrove's main shopping streets and the density of the surrounding residential development mean that there are few medium-to-large-scale redevelopment opportunities in or around the town centre. As noted above, however, the former Barclays bank unit is a prominent freestanding unit that represents a key opportunity for reoccupation or redevelopment.

We are also aware of the recent planning permission on an edge-of-centre site (under reference 23/00891/DEEM3) for the demolition of an existing garage at Meadows Road and the construction of a community hub. This development will provide a multifunctional space for a variety of facilities – such as offices, meeting rooms, kitchens and a creche – directly adjoining the town centre, which will provide a boost to its diversity and bring footfall.

More generally, the Borough Council has produced an 'Experience Kidsgrove' brochure to show the range of commercial and economic

development taking place and promote investment in the town centre.¹ The brochure explains that Kidsgrove is set to benefit from £16.9m of Town Deal funding and a £600k grant from the UK Shared Prosperity Fund for strategic developments and projects, including a refurbishment to Kidsgrove Rail Station and a new Shared Services Hub in the town centre.

The brochure also details a series of initiatives aimed at improving the town centre, summarised as follows:

- The Council's Car Parking Strategy continues to deliver, maintain and improve free parking in the town centre which addresses the needs of businesses, shoppers and commuters, with additional parking to be provided at Kidsgrove Rail Station.
- GO Kidsgrove, a Community Interest Company formed of town centre businesses and residents, carries out a series of activities aimed at promoting the town, including:
 - organising community events to increase footfall;
 - engaging with local businesses to determine actions to support the local economy; and
 - updating its website and publishing a bi-monthly section in the Kidsgrove News freesheet.
- A number of programmes of work are in progress with the aspiration of making the town centre more able to respond to future needs and trends, including:
 - Healthy High Street, through which the Council supports businesses in developing online trading and improving social media capability.
 - Diversification, reflecting the need to bring forward residential and non-retail employment uses into currently under-utilised or redundant assets, bringing more people into the town centre to live and work. The visitor experience has been further improved with floral and sustainable planting displays and scheduled town centre cleansing, including the innovative Kidsgrove Community Ranger working across ownership boundaries to tackle environmental blight.
 - Events, which focus on engaging residents and town centre businesses for support and to generate visitors.
 - Britain in Bloom, a Borough-wide partnership which includes residents, businesses, schools, community groups and a wide range of volunteers. Not just a floral competition, it makes a major contribution to promoting the local economy and increasing civic pride. The Britain in Bloom campaign has the potential to drive improvements to the town centre with community involvement and business sponsorship, business frontage improvements with hanging baskets and sustainable

¹ <https://www.newcastle-staffs.gov.uk/downloads/file/2158/reinvigorating-our-historic-canal-and-industrial-town>

planting displays to complement traditional florals in town centre public spaces.

- Kidsgrove Town Council works with key partners at the Borough Council, Staffordshire County Council, Aspire and Go Kidsgrove for the betterment of the town centre.

Pedestrian Flows

Pedestrian flows in Kidsgrove are concentrated around Home Bargains and Heathcote Street in the north of the centre. The healthcheck undertaken for the 2019 Retail Study observed that pedestrian footfall was divided between the town centre’s two parallel, linear shopping streets of Liverpool Road and Market Street, with the latter experiencing the most activity. This trend appears to have continued, and perhaps intensified, since 2018, with the Liverpool Road part of the centre in particular feeling quieter and being the focus of the recorded vacancies.

Another trend which has remained consistent since the 2018 survey is that most customers at the Home Bargains store at Heathcote Street arrived by car and we observed few linked trips arising from the Home Bargains at the time of our visit.

Accessibility

Kidsgrove Town Centre benefits from a high standard of transport accessibility. It is located immediately adjacent to Kidsgrove Rail Station which provides direct services to a range of local and national destinations, throughout Newcastle-under-Lyme and Stoke-on-Trent.

Other forms of public transport, including buses, further strengthen the accessibility of the centre. Bus stops are located throughout the centre and provide frequent and regular services to destinations including Hanley (City Centre), Biddulph, Congleton, Crewe, Alsager and Talke.

Large, surface-level car parks are located in the north of the town centre around Heathcote Street adjacent to Home Bargains. There is also some dedicated cycling infrastructure in the middle part of the town centre, although the steep slope from north to south, busy car traffic, and lack of Sheffield stands may deter visitors from using this form of transport.

In terms of accessibility for people with mobility issues, the topography of the centre, which is uneven and steep in places, may prove challenging for some users. Another potential obstacle is the large numbers of cars that park illegally around the Home Bargains store on Market Street, which is already congested with traffic during peak shopping hours. However, the streets are relatively free of clutter and the centre does benefit from numerous crossing points with tactile paving and controlled stop lights, which enhances its accessibility for most users.

Perception of Safety

As previously observed, the north of the town centre is frequently busy during the daytime with foot and car traffic, leading to a general sense of activity, safety, and security.

Conversely, the relatively light levels of pedestrian activity particularly in the Liverpool Road part of Kidsgrove result in a relative lack of natural surveillance in this part of the centre. This is somewhat tempered by the number of vehicles that pass through the centre and the proximity of residential areas to the north and south.

Moreover, Kidsgrove Town Council commissioned the installation of a comprehensive, live-monitored CCTV system covering most of the town centre and other key locations nearby. The Council worked with local businesses on the project to ensure that the town centre feels and remains safe at all hours. These measures appear to have had a positive impact and, on the day of our visit, Kidsgrove was entirely free of graffiti, vandalism or other signs of anti-social behaviour.

Environmental Quality

The streetscape of Kidsgrove varies considerably in its design, materials and heights. In general, however, the centre is characterised by two-storey red brick buildings dating from the twentieth century, often comprising commercial uses on the ground floor with residential accommodation above. The majority of the shopfronts are reasonably well-maintained, although some are in need of investment to prevent deterioration, especially around the concentration of vacancies at the junction of Heathcote Street and Liverpool Road.

The town centre benefits from some greenery and mature trees at its peripheries. It is also generally well-maintained throughout, with little evidence of litter or graffiti on the day of our visit. Overall, the environmental quality of Kidsgrove is considered to be reasonable and adequate to allow the centre to meet the needs of its catchment.

Conclusions

Overall, Kidsgrove functions reasonably well as a retail and service centre catering for a good number of the day-to-day needs of its residential catchment. The convenience offer is influenced by the proximity of edge- and out-of-centre Tesco, Lidl and Aldi supermarkets, with the town centre shops providing for 'top-up' food purchases rather than main grocery shopping trips. Comparison provision is fairly diverse, with the Home Bargains store providing an important anchor which draws trade, activity and footfall to the Market Street part of the town centre.

Service provision is dominated by health & beauty and takeaway operators, with the only representation in the financial & business services category being from estate agents. The range of services is nonetheless considered adequate for a centre of Kidsgrove's size and function, albeit that the evening economy is limited.

While vacancy rates in Kidsgrove remain below UK average levels, there has been a concerning rise in both unoccupied units and floorspace since 2018. This trend has begun to have a negative impact particularly around the Heathcote Street/Liverpool Road area of the town centre, which is generally quieter than the northern part.

The town centre is the focus of recent and ongoing investments, as detailed in the Borough Council's 'Experience Kidsgrove' brochure. Measures such as the installation of a new CCTV system led commissioned by Kidsgrove Town Council have had a positive impact on the centre, which is free of graffiti, vandalism or other signs of anti-social behaviour.

Kidsgrove is set to benefit further from additional funding from the Town Deal and UK Shared Prosperity Fund, together with a series of initiatives led by the Borough Council and partner organisations. These interventions represent opportunities to improve the resilience of Kidsgrove in response to the changing trading environment and have the potential to promote further investment that will help to revitalise the town centre.

