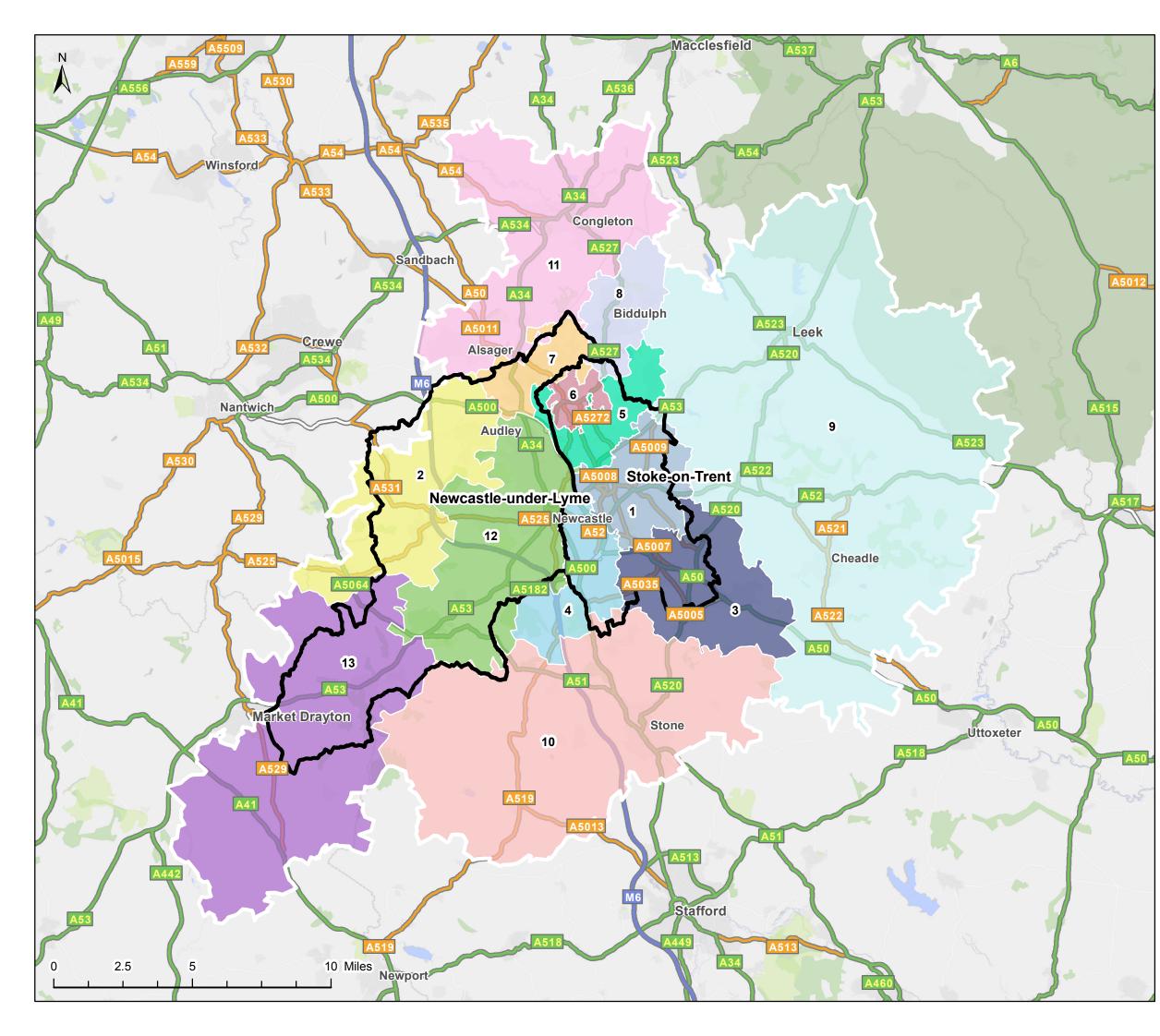
Appendix 1: Study Area Plan



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

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	ind	l Stok	ke-o	n-Tre	ent	Retai	l ai	nd Lei	su	re Stu	dy							Pag	je 1
Weighted:									-	fo	r Nex	us 1	Plann	ing	5					•							August 2	018
	Total	l	Zone	1	Zone 2		Zone 3	5	Zone 4		Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q01 Where did you last u Excl. Nulls & SFT	Indertak	e you	ır main	food a	ind groc	ery s	hopping	?																				
Zone 1 - Stoke-on-Trent																												
Aldi, Leek New Road, Norton	3.4%		11.2%	19	0.0%	0	0.0%	0	0.0%	0		23	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		0	0.0%	0	0.0%	C
Aldi, Victoria Road, Berry Hill, Fenton	2.2%	27	10.8%	18	0.0%	0	2.1%	4	3.7%	3		0	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0		(
Asda, Victoria Road, Berry Hill, Fenton	0.7%	9	3.6%	6	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Werrington Road, Bucknall	0.3%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
B&M, Old Hall Street, Stoke-on-Trent	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Co-op, Christchurch Street, Fenton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Co-op, Millrise Road, Milton	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Leek Road, Hanley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Charles Street, City Centre (Hanley)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Lidl, Dividy Road, Bentilee	0.6%	8	1.5%	3	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hanley Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shelton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.4%	5	0.6%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	C
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	3.9%	49	13.0%	22	2.6%	1	0.0%	0	1.4%	1	12.5%	11	6.2%	3	1.8%	1	2.2%	1	3.5%	5	0.9%	1	0.6%	1	1.3%	2	0.0%	0
Sainsbury's, Etruria Road, Stoke-on-Trent	2.1%	26	3.7%	6	0.0%	0	1.3%	2	10.2%	9	4.4%	4	0.0%	0	0.7%	0	1.5%	1	0.8%	1	0.6%	0	0.0%	0	1.3%	2	0.0%	C
Tesco Extra, Clough Street, Stoke-on-Trent Zone 2 -	2.0%	25	10.1%	17	0.0%	0	0.0%	0	3.0%	3	2.5%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	2	0.0%	C
Newcastle-under-L yme																												
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Audley Zone 2 - Shropshire	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Local shops, Woore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Zone 3 - Staffordshire																												

Weighted:										foi	· Nexu	IS]	Planni	ing	5			
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Moorlands																		
Co-op, Uttoxeter Road, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 3 - Stoke-on-Trent																		
Aldi, Whittle Road, Meir Retail Park, Meir	1.0%	13	2.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	
Farmfoods, Edensor Road, Longton	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	
Lidl, The Strand, Longton	1.2%	15	5.5%	9	0.0%	0	2.8%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, Amison Street, Meir Hay, Longton	0.6%	8	0.9%	1	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	
Tesco Extra, Longton Retail Park, Baths Road, Longton	5.1%	64	12.2%	21	0.0%	0	22.0%	39	4.0%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	5.8%	72	0.0%	0	0.0%	0	32.7%	58	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 4 - Stoke-on-Trent																		
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	3.9%	48	0.9%	1	1.5%	0	3.9%	7	13.2%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	

Road, Blythe Bridge Zone 3 - Stoke-on-Trent	0.170	1	0.070	0	0.070	Ū	0.770	1	0.070	0	0.070	0	0.070	0	0.070	Ū	0.070	Ū	0.070	Ū	0.070	Ū	0.070	0	0.070	Ŭ	0.070	0
Aldi, Whittle Road, Meir Retail Park, Meir	1.0%	13	2.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Edensor Road, Longton	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	1.2%	15	5.5%	9	0.0%	0	2.8%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	0.6%	8	0.9%	1	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	5.1%	64	12.2%	21	0.0%	0	22.0%	39	4.0%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	5.8%	72	0.0%	0	0.0%	0	32.7%	58	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	3.9%	48	0.9%	1	1.5%	0	3.9%	7	13.2%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	27	2.9%	1
Aldi, Stanley Matthews	2.6%	33	0.0%	0	0.0%	0	9.9%	18	9.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	1.3%	2	0.0%	0
Way, Trentham																												
Co-op, Mayne Street, Hanford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Boothen Park, London Road, Stoke-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Lidl, Boothen Park, Stoke-on-Trent Town	0.3%	3	0.0%	0	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	1.0%	13	0.6%	1	0.0%	0	0.7%	1	5.5%	5	1.9%	2	0.9%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	4.5%	56	3.0%	5	1.0%	0	2.3%	4	21.9%	20	2.9%	2	2.9%	1	0.0%	0	3.0%	1	0.0%	0	0.6%	0	0.0%	0	10.9%	21	3.6%	1
Keith Supermarket, High Lane, Brown Edge,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtered, Wtd)

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

Zone 9

0 0.0%

0 0.0%

Zone 10

0 0.0%

0 0.0%

Page 2

0

0

August 2018

Zone 13

0 0.0%

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Zone 12

0 0.0%

0 0.0%

Zone 11

0 0.0%

0 0.0%

Stoke-on-Trent

Page 3	ge	e 3
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Weighted:										foi	r Nexi	us .	Plann	ing	5												August 2	2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone (6	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	3
Zone 5 - Stoke-on-Trent																												
Aldi, Brownhills Road, Tunstall	2.4%	30	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.4%	7	16.7%	9	1.9%	1	0.7%	0	0.6%	1	0.0%	0	0.0%	0	5.6%	11	0.0%	0
Asda, Scotia Road, Tunstall Home Bargains, Newcastle Street, Burslem Zone 6 - Stoke-on-Trent	4.3% 0.1%	54 1	3.7% 0.0%	6 0	0.7% 0.0%	0 0	2.5% 0.8%	5 1	0.0% 0.0%	0 0		15 0	39.3% 0.0%	20 0	7.0% 0.0%	4 0	5.7% 0.0%	3 0	0.6% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	(
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.6%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.8%	4	3.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	
Lidl, High Street, Tunstall Local shops, Tunstall Town Centre	1.1% 0.1%	14 1	0.0% 0.0%	0 0	1.0% 0.0%	0 0	0.0% 0.0%	0 0	0.6% 0.0%	1 0	1.8% 0.9%	1 1	11.2% 0.0%	6 0	0.0% 0.0%	0 0	0.9% 0.0%	0 0	1.5% 0.0%	2 0	0.0% 0.0%	0 0	1.5% 0.0%	2 0	0.6% 0.0%	1 0	0.0% 0.0%	(
Tesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's Local, Crewe Road, Alsager Zone 7 -	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	
Newcastle-under-L yme																												
Aldi, Liverpool Road, Kidsgrove	2.3%	29	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2	32.3%	19	8.2%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	(
Co-op, Cedar Avenue, Central, Talke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Home Bargains, Market Street, Kidsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	2.6%	32	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	7.1%	4	26.6%	16	0.0%	0	0.0%	0	0.0%	0	10.6%	12	0.0%	0	0.0%	(
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
B&M, High Street, Biddulph Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	0.0% 2.2%	0 27	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.9%	0 1		0 0	0.0% 3.5%	0 2	0.0% 38.1%	0 17	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.5%	0 3	0.0% 2.2%	0 4		(
Aldi, Haywood Street, Leek	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2		0	0.0%	0	0.0%		10.2%	15	0.0%	0	0.0%	0	0.0%	0		(
Asda, Ashbourne Road, Cheadle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%		3.6%	5	0.0%	0		0	0.0%	0		(
Asda, Springfield Road, Leek	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	(
B&M, Tape Street, Cheadle Local shops, Cheadle Town Centre	0.1% 0.1%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.6% 0.6%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	
Londis, Smithy Bank, Alton Morrisons, Newcastle Road,	0.3% 3.1%	4 38	0.0% 0.6%	0 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 3.2%	0 3		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.5% 23.3%	4 35	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	•		Stok Nexu					l a	nd Lei	isu	ire Stu	ıdy	7						Page 4 August 2018
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 1	l	Zone 12		Zone 13
Leek Morrisons, Well Street,	1.60/	20	0.00/	0	0.0%	0	0.7%	1	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	12.80/	19	0.0%	0	0.00/	0	0.00/	0	0.0%
Cheadle	1.6%	20	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Churnet Way, Leek	1.7%	22	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.0%	0	12.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10 - Stafford																											
Aldi, Stafford Road, Stone	1.9%	23	0.9%	1	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	16	0.0%	0	0.0%	0	0.0%
Co-op, Stafford Street,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6		0	0.0%	0	0.0%
Eccleshall M&S Simply Food, M6 North Stafford Motorway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Services, Nr Stone Morrisons, Church/Mill Street, Stone	2.1%	27	0.0%	0	0.0%	0	1.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	24	0.0%	0	0.0%	0	0.0%
Zone 11 - Cheshire East																											
Aldi, Holmes Chapel Road, West Heath, Congleton	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%
Aldi, Mountbatten Way,	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	9.7%	4	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%
Congleton Asda, Lawton Road, Alsager	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	16	0.0%	0	0.0%
Iceland, West Heath Shopping Centre, Holmes	0.2%	3	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		3		0	0.0%
Chapel Road, Congleton M&S Simply Food, Congleton Retail Park, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%
Morrisons, Bridestone Shopping Centre, Congleton	1.3%	17	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.1%	2	0.0%	0	0.0%	0	10.8%	12	0.0%	0	0.0%
Tesco Superstore, Barn Road, Congleton Zone 12 -	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	16.6%	19	0.0%	0	0.0%
Newcastle-under-L																											
yme Aldi, Blackfriars Road,	1.9%	24	0.0%	0	2.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	21	5.1%
Newcastle-under-Lyme Asda, Morris Square, Kyme, Walstantan	2.6%	33	2.8%	5	11.5%	4	0.9%	2	0.6%	1	0.7%	1	0.7%	0	3.4%	2	1.0%	0	0.0%	0	0.9%	1	3.5%	4	7.4%	14	0.0%
Wolstanton Asda, Wolstanton Retail Park,	2.1%	26	0.6%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	3	9.1%	17	0.0%
Newcastle-under-Lyme Co-op, Hanbridge Avenue, Bradwell,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Newcastle-under-Lyme Heron Foods, Castle Walk, Newcastle-under-Lyme	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	tle-	under	r-L								l a	nd Le	isu	re Stu	dy	,						Pag	;e 5
Weighted:										foi	r Nexu	1 S]	Plann	ing	5												August 2	018
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	1	Zone 11		Zone 12	2	Zone 1	3
Lidl, Lower Street, Newcastle-under-Lyme	0.5%	6	0.0%	0	4.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	3	0.6%	1	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.8%	35	2.5%	4	9.2%	3	0.0%	0	2.9%	3	0.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.2%	22	3.2%	1
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	2.0%	25	0.0%	0	22.6%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.7%	33	0.0%	0	11.2%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.6%	0	0.6%	1	11.2%	22	2.2%	1
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Zone 13 - Newcastle-under-L yme																												
Co-op, Eccleshall Road, Loggerheads Zone 13 - Shropshire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Hinstock Post Office, Chester Road, Hinstock Dutside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Audley Avenue, Newport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Aldi, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Manor Lane, Holmes Chapel	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Middleton Road, Sandbach	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Aldi, Stadium Retail Park, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Station Road, Nantwich	0.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford Asda, Stafford Street, Market	0.6% 0.1%	8 1	0.0% 0.0%	0 0		$\begin{array}{c} 0 \\ 0 \end{array}$	1.5% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		$\begin{array}{c} 0 \\ 0 \end{array}$		0 0	6.3% 0.0%	5 0	0.6% 0.9%	1 1	0.0% 0.0%	0 0	0.0% 1.5%	$\begin{array}{c} 0 \\ 0 \end{array}$
Drayton Asda, Victoria Centre, Crewe	0.1%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	under	·-L	•		l Stok r Nexu					l a	nd Lei	isu	re Stu	dy	7						Page August 201	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10)	Zone 11		Zone 12		Zone 13	-
Iceland, Cheshire Street, Market Dravton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	C
Lidl, Towers Lawn, Market Drayton	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	12.5%	3
M&S Simply Food, Beam Street, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Waterside Retail Park, Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 17 Pratchetts Row, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Dunwoody Way, Crewe	0.2%	3	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	1.0%	12	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	44.2%	10
Morrisons, Spring Hill, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Chell Road, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Middlewich Road, Nantwich	0.2%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cattle Market, Battlefield Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, Newport Road, Stafford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Vernon Way, Crewe	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filt	ered, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l a	nd Le	isu	re St	udy	7						Pa	ge 7
Weighted:										fo	r Nex	us]	Plann	ing	5												August	2018
	Total	I	Zone	1	Zone	2	Zone	3	Zone 4	ļ	Zone 5	5	Zone 6		Zone 7		Zone 8	1	Zone 9)	Zone 1	0	Zone 1	1	Zone	12	Zone	13
Tesco, Wrekin Retail Park, Arleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Waitrose, Audley Road, Newport	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	6.2%	1
Waitrose, Flat Lane, Sandbach	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		1254 1254		170 95		31 93		177 100		89 95		84 95		51 96		59 98		45 96		149 96		72 99		112 99		192 99		24 93
Q02 Which retailer did Those who shop onlin		nase y	our ma	in foc	od intern	et / h	ome del	ivery	shopping	g fro	m?																	
Asda	15.5%	6	0.0%	0	0.0%	0	0.0%	0	22.4%	2	60.9%	2	68.1%	1	0.0%	0	20.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	8.0%	3	0.0%	0	28.9%	1	0.0%	0	0.0%	0	19.6%	1	32.0%	0	50.0%	0	16.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0
Iceland	2.8%	1	0.0%	0	37.8%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0
Sainsbury's	2.6%	1	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	0
Tesco	51.1%	19	100.0%	8	16.7%	0	0.0%	0	47.1%	4	19.6%	1	0.0%	0	0.0%	0	63.4%		100.0%	3	0.0%	0	0.0%		100.0%	1	12.8%	0
Ocado	17.9%	7	0.0%	0	7.4%	0	0.0%	0	22.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	0	100.0%	3	0.0%	0	62.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon (Don't know / varies)	2.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	8.1% 0.0%	1	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0 0
`````	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weighted base:		38		8		3		0		9		4		1		1		2		3		0		3		1		2
Sample:		41		4		7		0		5		3		3		2		3		3		1		1		1		8

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme				on-Tro Plann			l ai	nd Lei	isu	re Stu	ıdy	,						Paş August 2	ge 8 2018
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	4	Zone :	5	Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
<b>Q03 What is the main rea</b> Not those who said 'Dor	-		•	FORE	MENTIO	NED	AT Q01	) for y	/our mai	in foc	od and g	rocer	y shoppi	ing?														
Accessibility by public transport	0.4%	5	2.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Car parking prices	0.8%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	1	0.9%	0	0.0%	0	0.8%	1	0.0%	0	3.7%	7	0.0%	
Car parking provision	0.9%	11	0.7%	1	1.2%	0	0.7%	1	1.8%	2	1.9%	2	1.0%	1	0.0%	0		1	0.8%	1	3.1%	2	0.0%	0	0.0%	0	0.9%	
Choice of food goods	8.0%	103	0.7% 7.4%	13	7.3%	2	5.7%		12.0%	12	8.9%		10.6%	6	8.7%		12.4%	6		15	2.9%	2	7.3%	8	6.9%		10.2%	
available																												
Choice of shops nearby selling non-food goods	0.5%	6	0.0%	0	0.6%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	
Choice of shops selling food goods	1.1%	15	0.6%	1	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.9%	1	2.5%	4	4.7%	3	0.6%	1	0.7%	1	0.0%	
Cleanliness	0.8%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.4%	4	2.5%	2	0.6%	1	0.7%	1	0.7%	
Cycle parking availability	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	0		0	0.0%	Õ	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Delivery service	1.3%	17	0.6%	1	4.7%	2	0.0%	0	2.3%	2	1.7%	1		0	0.8%	0	4.3%	2	2.1%	3	0.0%	0	2.6%	3	0.6%	1	2.9%	
Easy to get to by car	3.1%	40	1.7%	3	0.9%	0	10.3%	18	0.5%	1	1.0%	1	01270	Ő	1.8%	1	0.0%	õ	8.1%	12	0.0%	Ő	1.5%	2	0.8%	2	0.0%	
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Good internal layout	2.1%	27	0.0%	Ő	1.2%	0	0.7%	1	4.8%	5	0.7%	1	0.0%	0	0.0%	Ő	1.7%	1	1.2%	2	0.0%	Ő	0.8%	1	8.0%	15	2.9%	
Good service / friendly staff	0.8%	10	0.6%	1	2.0%	1	0.0%	0	4.8% 1.1%	1	4.0%	4	0.7%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	3.6%	
Habit / always use it / preference for retailer	4.7%	60	9.7%		10.0%	3	3.1%	5	4.7%	5	5.6%	5		4	0.0%	0	3.3%	2	3.7%	6	2.1%	2	3.4%	4	2.9%	6	9.9%	
nternet shopping is convenient	0.7%	9	0.6%	1	3.7%	1	0.0%	0	5.2%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	
Lower prices	17.0%	220	28.9%	51	7.9%	3	20.7%	37	13.2%	13	18.5%	16	16.6%	9	20.4%	12	17.3%	8	12.8%	20	10.7%	8	10.1%	12	15.4%	30	7.4%	
Loyalty card / points scheme	0.8%	10	2.1%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0		0	0.9%	1	0.7%	Õ	1.5%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	
Near to home	29.9%		25.8%		27.0%	9	31.4%		29.8%	-	30.2%		31.7%	17	29.7%	-	29.5%		22.8%		44.1%	32	39.4%	-	28.8%		16.7%	
Near to work	0.9%	12	0.8%	1	0.8%	Ó	1.7%	3	1.5%	1	0.0%	0		1	0.8%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	4	0.0%	0	1.0%	
Nice shopping environment	1.2%	16	3.8%	7		1	0.0%	0	1.1%	1	1.8%	2		0	0.9%	1	0.7%	Ő		1	0.8%	1	0.6%	1	0.7%	1	0.0%	
Only one in the area / no other choice	0.4%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.6%	1	0.0%	0	6.8%	
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Provision of services nearby, such as banks and other financial services	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	5.6%	6	0.7%	1	0.0%	
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Quality of food goods available	6.1%	79	2.6%	5	5.3%	2	5.4%	10	2.6%	3	9.4%	8	2.7%	1	5.7%	3	6.2%	3	5.8%	9	7.0%	5	7.7%	9	9.6%	19	11.7%	
Quality of shops selling food goods	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	
bafety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0		-		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	
afety (during the evening / night time)										_					0.0%		0.0%								0.0%			
peciality foods	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	
Staff discount / work there	1.9%	24	1.4%	2	3.9%	1	5.3%	9	0.0%	0	0.9%	1	1.8%	1	1.5%	1	0.7%	0	0.9%	1	0.0%	0	0.0%	0	2.9%	6	3.5%	

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

Weighted:									•	foi	r Nex	us ]	Planı	ning	5					Ū							August	2018
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone 5	5	Zone	6	Zone	7	Zone 8	;	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Value for money Other Good opening hours Not too busy (Don't know / no reason in particular)	7.7% 0.0% 0.1% 0.2% 7.3%	99 0 1 2 95	5.3% 0.0% 0.0% 0.0% 4.5%	9 0 0 0 8	6.8% 0.0% 0.0% 9.3%	2 0 0 0 3	2.8% 0.0% 0.0% 0.0% 7.4%	5 0 0 0 13	11.6% 0.0% 0.0% 0.0% 4.7%	$     \begin{array}{c}       11 \\       0 \\       0 \\       0 \\       5     \end{array} $	8.8% 0.0% 0.0% 5.9%	8 0 0 0 5	11.7% 0.0% 0.0% 0.0% 5.7%	6 0 0 3	14.0% 0.0% 0.6% 8.5%	8 0 0 0 5	10.8% 0.0% 0.0% 0.7% 4.0%	5 0 0 0 2	6.9% 0.0% 0.9% 0.8% 11.4%	11 0 1 1 17	8.3% 0.0% 0.0% 0.0% 9.0%	6 0 0 7	4.6% 0.0% 0.0% 0.0% 8.3%	5 0 0 0 10	9.7% 0.0% 0.0% 0.0% 7.9%	19 0 0 15		3 0 0 0 2
Weighted base: Sample:		1292 1295		177 99		34 100		177 100		99 100		88 98		53 99		60 100		47 99		153 99		72 100		114 100		193 100		25 101
<b>Q04</b> What, if anything, i Not those who said 'D		-		ost di	slike ab	out	. (STOR	E MEI	NTIONEI	D AT	Q01)?																	
Change layout too often Expensive parking Difficult to get to Expensive Lack of cycle parking Difficult to park / lack of parking Lack of public transport Limited range of goods No petrol station Poor internal layout Poor quality Staff rude / unhelpful Too busy Too far away Too far away Too small Other No express / self-service	0.1% 1.0% 0.2% 4.4% 0.1% 1.9% 0.0% 7.5% 0.0% 1.0% 2.7% 1.0% 1.1% 2.7% 1.0% 1.8% 0.0% 0.7%	$ \begin{array}{c} 1\\13\\3\\57\\1\\25\\0\\97\\0\\13\\35\\14\\35\\13\\23\\0\\9\end{array} $	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 $	0.0% 0.0% 1.5% 3.8% 0.0% 1.8% 0.0% 4.8% 0.0% 1.5% 3.4% 0.0% 2.4% 0.0% 0.0% 0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \\ 1 \\ 1 \\ 0 \\ 1 \\ 0 \\ 2 \\ 0 \\ 1 \\ 1 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$	0.0% 7.0% 0.8% 4.3% 0.0% 11.8%	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 12 \\ 1 \\ 8 \\ 0 \\ 21 \\ 0 \\ 1 \\ 8 \\ 4 \\ 2 \\ 0 \\ 2 \\ 0 \\ 1 \\ \end{array}$	$\begin{array}{c} 0.0\%\\ 0.0\%\\ 0.0\%\\ 1.5\%\\ 0.0\%\\ 2.8\%\\ 0.0\%\\ 2.1\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 6.7\%\\ 0.0\%\\ 4.4\%\\ 0.0\%\\ 0.5\%\\ \end{array}$	0 0 0 1 0 3 0 7 0 2 0 0 7 0 2 0 0 7 0 4 0 1	0.0% 2.7% 0.0% 2.8% 0.0% 1.7% 0.0% 1.0% 4.3% 0.7% 5.1% 0.0% 0.7% 5.1% 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 2 0 1 1 0 7 0 1 4 4 1 4 0 0 0	$\begin{array}{c} 0.0\%\\ 0.9\%\\ 0.9\%\\ 3.2\%\\ 0.0\%\\ 1.0\%\\ 0.7\%\\ 4.5\%\\ 0.0\%\\ 1.4\%\\ 3.0\%\\ 0.7\%\\ 1.5\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 2 \\ 0 \\ 1 \\ 0 \\ 2 \\ 0 \\ 1 \\ 2 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ \end{array}$	0.0% 0.0% 0.6% 5.8% 0.0% 3.3% 0.0% 6.5% 0.0% 2.7% 2.4% 0.0% 0.9% 0.0% 0.0%	0 2 0	$\begin{array}{c} 0.0\% \\ 1.0\% \\ 0.0\% \\ 15.7\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 18.0\% \\ 0.0\% \\ 0.0\% \\ 5.5\% \\ 0.0\% \\ 0.0\% \\ 3.9\% \\ 1.9\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 7 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\$	0.0% 0.8% 0.0% 5.5% 0.0% 0.9% 1.5% 0.0% 2.3% 0.0% 0.8% 3.8% 5.6% 0.0% 2.5%	$\begin{array}{c} 0 \\ 1 \\ 0 \\ 8 \\ 0 \\ 1 \\ 0 \\ 2 \\ 0 \\ 0 \\ 4 \\ 0 \\ 1 \\ 6 \\ 9 \\ 0 \\ 4 \end{array}$	0.6% 2.5% 0.9% 5.4% 0.0% 2.4% 0.0% 0.0% 1.4% 1.4% 3.2% 4.5% 0.0% 0.0% 0.0% 0.0% 0.9%	$\begin{array}{c} 0 \\ 2 \\ 1 \\ 4 \\ 0 \\ 2 \\ 0 \\ 6 \\ 0 \\ 1 \\ 1 \\ 2 \\ 3 \\ 0 \\ 0 \\ 0 \\ 1 \\ 1 \end{array}$	$\begin{array}{c} 0.0\%\\ 0.0\%\\ 0.9\%\\ 3.0\%\\ 0.0\%\\ 0.9\%\\ \hline 0.0\%\\ 10.6\%\\ 0.0\%\\ 4.2\%\\ 1.5\%\\ 3.2\%\\ 1.6\%\\ 3.4\%\\ 4.4\%\\ 0.0\%\\ 0.0\%\\ \hline \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 1 \\ 3 \\ 0 \\ 1 \\ 0 \\ 12 \\ 0 \\ 5 \\ 2 \\ 4 \\ 2 \\ 4 \\ 5 \\ 0 \\ 0 \\ \end{array}$	0.0% 3.1% 0.0% 1.5% 0.0% 9.0% 0.0% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 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\\ \end{array}$	2.8% 0.0% 6.8% 0.0% 2.2%	$ \begin{array}{c} 1\\1\\0\\2\\0\\1\\0\\0\\0\\0\\0\\0\\0\\0\\0\\0\\0\\0\\0\\0\\$
check outs / scan as you shop Not a nice environment Poor opening hours (Nothing) (Don't know) Weighted base: Sample:	1.5% 0.0% 69.4% 2.7%	19 0 897 35 1292 1295	0.6% 0.0% 76.6% 5.4%	1 0 136 9 177 99	2.7% 0.0% 78.0% 0.0%	$     \begin{array}{c}       1 \\       0 \\       26 \\       0 \\       34 \\       100     \end{array} $	2.5% 0.0% 63.6% 0.0%	5 0 113 0 177 100	0.0% 0.0% 71.2% 3.4%	0 0 70 3 99 100	0.0% 0.0% 68.6% 4.4%	0 0 60 4 88 98	0.0% 0.9% 77.9% 3.5%	0 0 41 2 53 99	0.0% 0.0% 64.4% 2.4%	0 0 38 1 60 100	0.9% 0.0% 53.2% 0.0%	0 0 25 0 47 99	3.2% 0.0% 71.8% 1.4%	5 0 109 2 153 99	0.0% 0.0% 68.2% 0.8%	0 0 49 1 72 100	0.9% 0.0% 62.6% 2.9%	1 0 72 3 114 100	3.4% 0.0% 71.7% 4.3%	7 0 139 8 193 100		0 0 18 1 25 101

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcas	stle-	unde	er-L	yme		l Stol r Nex					il a	nd L	eisu	re St	udy	7						Pa; August	nge 10 t 2018
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	1	Zone	12	Zone	e 13
Q05 How did you travel to Not those who said 'Dor	•				AT Q01	) to ur	dertake	e your	main fo	ood s	hop?																	
Car / van (as driver)	75.6%	948	57.3%		71.3%		68.4%		80.9%				64.2%	33	84.9%	50		39	79.7%	119	80.9%	58	82.1%	92	88.3%	170	89.0%	
Car / van (as passenger)	13.0%	162	22.9%	39	23.1%	7	15.8%	28	9.1%	8	22.8%	19	19.1%	10	10.3%	6		4	8.2%	12	6.1%	4	7.7%	9	7.1%	14	9.3%	
Bus (including the busway or guided bus), minibus or coach	3.0%	38	6.9%	12	5.6%	2	3.2%	6	2.4%	2	4.9%	4	5.2%	3	1.3%	1	0.7%	0	1.5%	2	0.0%	0	5.1%	6	0.6%	1	0.7%	
Aotorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Valk	6.0%	75	8.1%	14	0.0%	0	6.5%	12	4.6%	4	4.7%	4	6.6%	3	3.5%	2	3.1%	1	10.6%	16	11.8%	8	4.5%	5	2.9%	6	1.0%	
Taxi	1.3%	17	4.3%	7	0.0%	Ő	0.8%	1	2.9%	3	1.4%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	
Frain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aetro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bicycle	0.4%	5	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mobility scooter / disability vehicle	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	(
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		99		99		99		93
Mean score [Mins]:																												
Q06 How long did your la Not those who said 'Dor	•	•	•		MENTIO	NED /	AT Q01)	to un	dertake	main	n food s	hoppi	ng take	?														
- 5 minutes	36.3%		30.4%	52 s	4.5%	1	42.4%	75	31.0%	28	36.2%	20	37.9%	19	40.9%	24	27.1%	12	29.4%	44	41.6%	30	40.4%	45	47.9%	92	8.8%	
- 10 minutes	32.4%	406	47.2%		33.3%		28.3%	50	38.8%		27.4%		35.2%	18	40.9% 30.2%		26.7%		29.4%	34	24.9%		40.4 <i>%</i> 23.6%		37.8%		37.9%	
1 - 15 minutes	16.0%	201	10.5%		39.8%		18.5%	33	18.0%		20.9%		18.6%	10	10.1%		22.8%		21.6%	32	17.2%		15.1%	17	5.4%		28.7%	
6 - 30 minues	12.7%	160	9.0%		21.7%	7	9.4%		10.4%		12.1%	10	6.6%	3	13.9%		18.9%		25.0%	37	15.6%		14.5%	16	5.9%		23.9%	
31 - 45 minutes	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0		
6 - 60 minutes	0.7%	9	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0		0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	
51+ minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Don't know / varies)	1.5%	19	0.6%	1	0.0%	0	1.5%	3	0.9%	1	2.4%	2	0.7%	0	0.7%	0	4.5%	2	0.0%	0	0.0%	0	3.3%	4	3.1%	6	0.0%	
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mean:		10.68		11.03		14.34		9.40		10.86		10.92		9.85		11.85		11.50		12.74		10.67		11.78		7.75		13.73
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
-																												93

by Zone (Nulls & SFT Filter	ed, Wtd	)		Ne	ewcas	tle-	unde	er-L	yme a						Retai	l ai	nd Le	isu	re St	udy	7						Pag	ge 11
Weighted:										foi	r Nex	us l	Plann	ing	5												August	2018
	Tota	al	Zone	1	Zone 2	2	Zone	3	Zone 4	ļ	Zone 5	5	Zone 6	Ó	Zone 7		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone 12	2	Zone	13
Q07 When you undertoo Not those who said 'Dou					(STORE	MEN	ITIONEI	O AT (	Q01), did	you	link you	r trip	with any	y oth	er activit	y?												
Yes - non-food shopping	7.8%		8.5%	14	10.2%	3	12.2%	22	7.7%	7	8.0%	7	7.2%	4	6.5%	4	6.3%	3	6.7%	10	7.4%	5	8.2%	9	3.6%		12.8%	3
Yes – other food shopping	6.5%		4.4%	8	9.3%	3	2.9%	5	9.0%	8	1.4%	1	9.0%	5	10.8%	6	9.2%	4	6.1%	9	3.8%	3	7.0%	8	9.6%		12.2%	3
Yes – visiting services such as banks and other financial institutions	1.5%	18	0.0%	0	4.0%	1	0.0%	0	0.6%	1	1.7%	1	1.7%	1	3.6%	2	0.9%	0	0.6%	1	1.5%	1	6.5%	7	0.6%	1	6.3%	1
Yes – leisure activity	1.3%	16	0.8%	1	0.7%	0	0.8%	1	0.6%	1	0.0%	0	1.8%	1	0.9%	1	0.7%	0	0.0%	0	1.6%	1	1.7%	2	3.6%	7	2.6%	1
Yes – visiting café / pub / restaurant	2.5%	31	2.3%	4	4.3%	1	3.4%	6	0.6%	1	4.2%	3	0.0%	0	4.4%	3	6.1%	3	2.1%	3	0.0%	0	2.1%	2	2.3%	4	2.5%	1
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Yes – travelling to / from work	2.6%	32	0.9%	1	0.9%	0	2.6%	5	2.3%	2	0.7%	1	0.9%	0	0.9%	1	2.7%	1	4.0%	6	0.9%	1	0.8%	1	6.4%	12	4.8%	1
Yes – travelling to / from school / college / university	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	3.5%	4	0.7%	1	1.0%	C
Yes – getting petrol	1.7%	21	3.2%	5	1.4%	0	2.1%	4	2.2%	2	2.9%	2	0.0%	0	4.2%	2	0.0%	0	0.9%	1	0.0%	0	2.5%	3	0.0%	0	1.8%	0
Yes – visiting family / friends	1.9%	24	0.9%	1	1.6%	1	3.1%	5	0.6%	1	0.9%	1	2.3%	1	2.4%	1	0.0%	0	2.5%	4	2.2%	2	1.5%	2	2.7%	5	0.0%	C
Yes – visiting health service such as doctor, dentist, hospital	0.5%	6	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	1.8%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
(No activity)	69.3%	869	75.4%	128	63.1%		67.9%	120	73.3%		73.4%		72.5%	37	60.9%		65.8%		73.1%	109	78.9%	57	63.6%		64.2%		51.1%	12
(Don't know / varies)	3.7%	47	3.1%	5	4.0%	1	4.2%	7	3.1%	3	6.1%	5	4.0%	2	2.6%	2	6.4%	3	1.5%	2	3.8%	3	1.9%	2	5.7%	11	1.8%	C
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		99		99		99		93

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcas	tle-	under	r-L	yme a		l Stoko r Nexu					l ai	nd Lei	su	re Stu	dy	,						Page August 2	
	Total	l	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
<b>Q08</b> Where did you do th Shopping, services, food				at Q0	7 AND Ex	xcl. Ni	ulls & SFT	ŗ																				
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baddeley Green	0.2%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	4.7%	1	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő
Fenton Town Centre	2.7%	-	22.9%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way,	0.4%	1		0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	1.000		10.000		0.004	0	0.004	0	2.24		e eo.		0.004	0	0.504		0.004	~	- 004	•	0.004	0	0.004	~	0 604		0.004	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	4.0%	10	18.9%	4	0.0%	0	0.0%	0	3.3%	1	6.6%	1	0.0%	0	3.5%	1	0.0%	0	7.8%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Hanley Town Centre	7.5%	18	4.4%	1	3.5%	0	19.0%	6	7.9%	1	13.2%	2	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	6	7.6%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Stoke-upon-Trent Town Centre	4.2%	10	6.3%	1	0.0%	0	0.0%	0	44.8%	7	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Newcastle-under-L yme																												
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baa Hill Farm Shop, Bar Hill, Madeley Zone 3 - Staffordshire Moorlands	0.1%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge Village Centre Zone 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blurton District Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	0.6%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre Meir Retail Park, Uttoxeter Road, Meir	9.5% 1.1%	23 3	24.1% 0.0%	6 0	0.0% 0.0%	0 0	48.6% 8.0%	16 3	6.5% 0.0%	1 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	4.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0
Zone 4 -																												
Newcastle-under-L																												
yme																												
Etruria Way Retail Park, Stoke-on-Trent <b>Zone 4 - Stafford</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent <b>Zone 4 - Stoke-on-Trent</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trent Vale Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0

Weighted:										fo	r Nexu	IS ]	Planni	ing	5												August 2018
	Total		Zone 1	-	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Zone 5 - Staffordshire Moorlands																											
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burslem Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	6.6%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cobridge Local Centre	0.7%	2	0.0%	Ő	0.0%	Ő	5.0%	2	0.0%	0	0.0%	0		0	0.0%	Ő	0.0%		0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%
Norton Local Centre Zone 6 - Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandyford	1.1%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Tunstall Town Centre Zone 7 -	6.7%		10.7%	2	6.0%	1	0.0%	0	0.0%	0	27.6%	4	81.4%	7	5.9%	1	6.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%
Newcastle-under-L yme																											
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butt Lane Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Kidsgrove Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	42.4%	7	3.1%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0% (
Tesco Superstore, Liverpool Road, Kidsgrove	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Zone 7 - Stoke-on-Trent	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Biddulph Town Centre Zone 8 - Stoke-on-Trent	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheadle Town Centre	5.2%	13	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0% (
Leek Town Centre Zone 10 - Stafford	5.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0	3.1%	0	39.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eccleshall Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0% (
Stone Town Centre Zone 11 - Cheshire East	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.2%	4	0.0%	0	0.0%	0	0.0%
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alsager Town Centre	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6	0.0%	0	0.0%
Congleton Town Centre Morrisons, Bridestone	9.4% 0.1%	23 0	0.0% 0.0%	0 0		0 0	3.5% 0.0%	1 0	42.5% 3.1%	4 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	62.2% 0.0%	18 0	0.0% 0.0%	0 0	0.0% ( 0.0% (								
Shopping Centre, Congleton																											

by Zone (Nulls & SFT Filter	red, Wtd)			Ne	ewcas	tle-	unde	r-L	•				n-Tre Planni			l ai	nd Lei	su	re Stu	dy	,						Page	
Weighted:	Total		Zone 1		Zone 2	:	Zone 3		Zone 4		Zone 5	12 1	Zone 6	ΠĘ	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		August 2 Zone 1	
Zone 12 - Newcastle-under-L yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	12.9%	31	0.0%	0	45.4%	4	0.0%	0	13.4%	2	9.3%	1	0.0%	0	12.0%	2	0.0%	0	0.0%	0	5.4%	1	2.5%	1	50.7%	19	19.3%	2
Whitmore Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Wolstanton	3.2%	8	6.3%	1	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Õ	2.4%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	0		6	0.0%	Õ
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme <b>Zone 13 -</b>	2.5%	6	0.0%	0	13.1%	1	3.5%	1	16.7%	3	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L yme																												
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Crewe Town Centre	0.4%	1	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.0%	6
Nantwich Town Centre	0.9%	2	0.0%	0	24.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Newport Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	5.2%	0
Sandbach Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Stafford Town Centre	2.5%	6	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	5	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		241 292		23 17		8 26		33 19		17 24		13 18		9 20		16 25		11 27		27 18		10 15		28 27		38 19		9 37

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	yme				on-Tre Plann			l a	nd Le	eisu	re Stu	ıdy	7						Page August 20
	Total		Zone	1	Zone 2		Zone	3	Zone	4	Zone 5	;	Zone 6		Zone 7		Zone 8	8	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Q09 Where did you unde Excl. Nulls & SFT	rtake yo	ur ma	ain food	and g	grocery s	hopp	oing the	time	before	your	last visit	to	(STORE	MEN	NTIONED	AT (	Q01)? \	Wasi	it the sam	ie pl	ace or dif	fere	nt? Plea	se s	specify.		
Zone 1 - Stoke-on-Trent																											
Aldi, Leek New Road, Norton	2.6%	32	7.8%	13	0.0%	0	0.0%	0	0.0%	0	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Victoria Road, Berry Hill, Fenton	1.5%	18	7.0%	12	0.0%	0	1.5%	3	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Victoria Road, Berry	1.2%	15	8.3%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hill, Fenton 3&M, Old Hall Street, Stoke-on-Trent	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Christchurch Street, Fenton	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
armfoods, Leek Road, Hanley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
celand, Charles Street, City Centre (Hanley)	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
idl, Dividy Road, Bentilee	0.9%	11	4.3%	7	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
ocal shops, Hanley Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ocal shops, Shelton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aarks & Spencer, Upper Market Square, City Centre (Hanley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iorrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	4.9%	60	14.8%	26	2.6%	1	0.7%	1	4.5%	4	16.7%	14	11.8%	6	0.7%	0	2.2%	1	2.0%	3	0.6%	0	1.6%	2	1.4%	3	0.0%
ainsbury's, Etruria Road, Stoke-on-Trent	1.9%	24	2.9%	5	0.0%	0	0.0%	0	10.5%	9	3.2%	3	0.0%	0	0.7%	0	1.5%	1	2.3%	3	0.0%	0	0.0%	0	1.3%	2	0.0%
'esco Extra, Clough Street, Stoke-on-Trent ione 2 -	2.4%	30	8.5%	15	0.0%	0	0.0%	0	1.4%	1	4.4%	4	2.0%	1	0.0%	0	1.8%	1	3.3%	5	0.8%	1	0.9%	1	0.8%	2	0.8%
Newcastle-under-L yme																											
Betley Post Office & Village Shop, Bow Hill House,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Road, Betley Co-op, Church Street, Audley	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
esco Express, Church Street, Audley	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
one 2 - Shropshire ocal shops, Woore Village Centre one 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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

Weighted:										foi	r Nexu	is l	Planni	ing	5												August	2018
	Total		Zone	1	Zone 2		Zone	3	Zone 4	l	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone	13
Co-op, Uttoxeter Road, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uttoxeter Road, Blythe Bridge Zone 3 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Whittle Road, Meir Retail Park, Meir	2.6%	32	2.4%	4	0.0%	0	12.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Belgrave Road, Longton	0.4%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	1.2%	14	3.5%	6	0.0%	0	4.4%	8	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Longton District Centre	0.3%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Meir Town Centre	0.1%	2	0.0%		0.0%	0	0.9%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
McColls, Anchor Road, Stoke-on-Trent	0.4%	5	0.0%		0.0%	0	2.6%	5	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%		0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	0.3%	3	0.8%		0.0%	0	0.9%	2		0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%		0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	6.8%		17.1%	30	0.0%		23.6%		13.2%	11	0.0%	0		0	0.0%	0	0.0%	0	0.6%	1 7	0.0%	0	0.0%	0	0.0%	0		0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	4.8%	59	0.0%	0	0.0%	0	24.2%	43	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	/	3.1%	2	0.0%	0	2.4%	4	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Springfields,	4.4%	54	1.4%	2	1.5%	0	3.2%	6	17.6%	15	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	14.5%	27	0.9%	0
Stoke-on-Trent Aldi, Stanley Matthews	1.7%	21	0.0%	0	0.0%	0	5.2%	9	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.3%	2	0.0%	0
Way, Trentham Iceland, Boothen Park, London Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Town Centre																												
Iceland, Springfield Retail Park, Newcastle Road,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Lidl, Boothen Park, Stoke-on-Trent Town	0.5%	6	0.0%	0	0.0%	0	0.8%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Sainsbury's, Minton House, London Road, Stoke-on-Trent Town	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	4	3.0%	2	0.7%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Centre Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire	3.1%	38	4.8%	8	0.7%	0	1.5%	3	16.1%	14	2.0%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.8%	0

by Zone (Nulls & SFT Filtered, Wtd)

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

Weighted:										foi	r Nexu	IS .	Planni	ng													August 2	018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
<b>Moorlands</b> Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 5 - Stoke-on-Trent Aldi, Brownhills Road,	2.6%	32	0.0%	0	0.7%	0	0.0%	0	0.0%	0	7.4%	6	15.5%	8	4.4%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	15	0.0%	
Tunstall Asda, Scotia Road, Tunstall	3.9%	48	2.20/	4	0.0%	0	2.6%	5	0.0%	0	19.00/	15	35.3%	18	6 10/	3	3.9%	2	0.60/	1	0.00/	0	0.9%	1	0.00/	0	0.9%	(
Home Bargains, Newcastle Street, Burslem Zone 6 - Stoke-on-Trent	5.9% 0.2%	48 2	2.2% 0.0%	4 0	0.0%	0	2.6% 0.8%	5 1	0.0%	0	18.0% 0.7%	15	0.0%	0	6.4% 0.0%	3 0	3.9% 0.0%	0	0.6% 0.0%	0	0.0% 0.0%	0	0.9%	0	0.0% 0.0%	0	0.9%	(
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.6%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.8%	2	4.5%	2	0.9%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	(
Lidl, High Street, Tunstall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		11.8%	6	4.3%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Local shops, Tunstall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Londis, Biddulph Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's Local, Crewe Road, Alsager <b>Zone 7 -</b>	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	
Zone 7 - Newcastle-under-L																												
yme																												
Aldi, Liverpool Road, Kidsgrove	2.5%	31	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0			26.7%		14.2%		0.0%	0	0.0%	0	8.3%	9	0.0%	0		
Co-op, Cedar Avenue, Central, Talke	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.7%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0		(
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	2.6%	32	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	2	1.7%	1	28.7%	16	0.0%	0	0.0%	0	0.0%	0	10.6%	11	0.6%	1	0.0%	(
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Home Bargains, Wharf Road, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	3.8%	2	32.9%	15	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	(
Aldi, Haywood Street, Leek	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	2.7%	3	0.0%	0	0.0%	(
Asda, Ashbourne Road, Cheadle	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Springfield Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(

by Zone	(Nulls	& SFT	Filtered,	Wtd)
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Weighted:										foi	r Nexu	IS I	Planni	ing													August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	L	Zone 12	2	Zone 1	3
Leek																												
Farmfoods, The Smithfield Centre, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Iceland, Tape Street, Cheadle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Londis, Smithy Bank, Alton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		2.6%	4		0	0.0%	0	0.0%	0	0.0%	
Morrisons, Newcastle Road, Leek	3.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	29.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	
Morrisons, Well Street, Cheadle	2.0%	24	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	
One Stop, Ipstones	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, Churnet Way, Leek Zone 10 - Stafford	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Stafford Road, Stone	1.9%	23	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	20	0.0%	0	0.0%	0	0.8%	
M&S Simply Food, M6 North Stafford Motorway	0.1%	23	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		20	0.0%	0	0.0%	0	0.0%	
Services, Nr Stone																												
Morrisons, Church/Mill Street, Stone	1.9%	24	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	21	0.0%	0	0.0%	0	0.0%	
Zone 11 - Cheshire East Aldi, Holmes Chapel Road, West Heath, Congleton	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	8.9%	10	0.0%	0	0.0%	
Aldi, Mountbatten Way, Congleton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	
Asda, Lawton Road, Alsager	0.7%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	0.0%	0	0.0%	
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.2%	3	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	2.7%	3	0.0%	0	0.0%	
M&S Simply Food, Congleton Retail Park, Congleton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	
Morrisons, Bridestone Shopping Centre,	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	2	8.2%	4	0.0%	0	0.0%	0	10.6%	11	0.0%	0	0.0%	
Congleton Tesco Superstore, Barn Road, Congleton	1.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	16.1%	17	0.0%	0	0.0%	
Zone 12 - Newcastle-under-L																												
<b>yme</b> Aldi, Blackfriars Road, Newcastle-under-Lyme	1.9%	23	0.0%	0	8.6%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	18	3.7%	
Asda, Morris Square, Kyme, Wolstanton	2.8%	34	5.0%	9	7.9%	2	0.9%	2	0.6%	1	0.7%	1	1.4%	1	5.9%	3	1.8%	1	1.5%	2	0.0%	0	1.5%	2	6.3%	12	0.0%	
Asda, Wolstanton Retail Park,	1.5%	18	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	4.9%	2	0.7%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	
Newcastle-under-Lyme Home Bargains, Castle Walk, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	under	r-L	•				n-Tre Plann			l ai	nd Lei	isu	re Stu	dy	<b>,</b>						Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 13	;
Iceland, Roebuck Centre,	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Lidl, Lower Street, Newcastle-under-Lyme	0.4%	5	0.0%	0	5.7%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.6%	7	0.0%	0	0.0%	0	1.5%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.6%	1	0.8%	0
Morrisons, Goose Street,	2.7%	34	2.4%	4	7.8%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	21	5.5%	1
Newcastle-under-Lyme Morrisons, Lower Milehouse Lane,	2.7%	33	0.0%	0	16.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	25	0.0%	0
Newcastle-under-Lyme Sainsbury's, Liverpool Road, Newcastle-under-Lyme <b>Zone 13</b> -	2.9%	35	0.0%	0	15.7%	5	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	2	12.7%	24	5.6%	1
Newcastle-under-L yme Co-op, Eccleshall Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Loggerheads Zone 13 - Shropshire	0.0%	0	0.070	0	0.0%	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.070	0	1.070	0
Hinstock Post Office, Chester Road, Hinstock Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Aldi, Kingsmead Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Queen Victoria Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Nantwich	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford Asda, Stafford Street, Market	0.5% 0.1%	6 2	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0		0 0	7.0% 0.0%	5 0	1.3% 0.9%	1 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 3.3%	0 1
Drayton Asda, Victoria Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Crewe Farmfoods, Greyfriars Way Retail Park, Greyfriars Place, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oakhurst Drive, Crewe	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1

by Zone (Nulls & SFT Filtere Weighted:	.u, wiu)			1 10	, weak		unuer	L	•		r Nexu						nd Lei	lo u		uy							Page August 2	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Lidl, Madford Retail Park, Stafford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.7%	1	0.0%	(
Lidl, Towers Lawn, Market Drayton	0.5%	6	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	2	11.8%	
Local shops, Crewe Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Local shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	(
Local shops, Nantwich Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
M&S Simply Food, Grand Junction Retail Park, Earle	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Street, Crewe M&S Simply Food, Waterside Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ashbourne Marks & Spencer, Gaolgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	
Street, Stafford Marks & Spencer, Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	
Street, Crewe Aarks & Spencer, Mill Street. Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aorrisons Local, Gawsworth House, West Park Drive, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aorrisons, 17 Pratchetts Row, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aorrisons, Dunwoody Way, Crewe	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	
Aorrisons, Maer Lane, Market Drayton	1.0%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	45.3%	1
Sainsbury's, Chell Road, Stafford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	
Sainsbury's, Cumberland Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
ainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	
Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	
'esco Superstore, Brookside Road, Uttoxeter	0.5%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	

by Zone (Nulls & SFT Filte	red, Wtd	)		Ne	ewcas	stle-	unde	er-L	yme a							il a	nd Le	eisu	re St	udy	•						Pag	ge 21
Weighted:										foi	r Nex	us l	Plann	ing	Г Э												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	ļ	Zone 5	1	Zone 6	i	Zone 7	,	Zone 8	\$	Zone	9	Zone 1	0	Zone 1	1	Zone	12	Zone	13
Avenue, Madeley	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	0.004	0	0.00/	0	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	0.00/		0.004	0
Tesco, Wrekin Retail Park, Arleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0.8%	0
Waitrose, Audley Road, Newport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	(	2.6%	1
Waitrose, Flat Lane, Sandbach	0.7%	8	0.8%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	(	0.0%	0
Waitrose, The Springs Shopping Centre, Spring Gardens, Buxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	(	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	(	0.0%	0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	(	0.0%	0
Weighted base: Sample:		1232 1233		173 95		31 93		176 99		85 91		82 92		50 96		54 93		45 95		148 97		71 97		107 96		187 97		23 92
Q10 Which retailer did y Those who shop online		hase y	our ma	in foo	od intern	et / ho	ome del	ivery	shoppin	g fro	m?																	
Asda	17.0%	7	0.0%	0	0.0%	0	0.0%	0	24.4%	2	100.0%		50.0%	0	62.1%		33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(		0
Morrisons	12.1%	5	0.0%		31.2%	1	0.0%	0	0.0%	0	0.0%		50.0%	0	18.9%		13.5%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	(		0
Iceland	8.2%	4	0.0%	0		1	0.0%		25.6%	2	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		10.9%	0
Sainsbury's	2.7%	1	0.0%		10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	21.1%	0
Tesco	31.9%		46.7%	4	18.0%	0	0.0%		50.0%	4	0.0%	0	0.0%	0	0.0%		52.7%		100.0%	2	0.0%	0	0.0%	0	20.4%	1	35.9%	1
Ocado Other	18.7% 0.0%	8 0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0 0		0	0.0% 0.0%	0	100.0% 0.0%	0	50.0% 0.0%	3 0	79.6% 0.0%	(	23.3%	0 0
(Don't know / varies)	0.0% 9.4%	4	0.0% 53.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	(		0
	J.+ 70	-	55.470	•	0.070		0.070	0	0.070		0.070		0.070	0	0.070		0.070		0.070		0.070		0.070		0.0%			
Weighted base:		43		8		3		0		9		2		1		3		2		2		0		6		-		2
Sample:		38		4		6		0		4		1		2		3		4		2		1		2		.4		/

by Zone (Nulls & SFT Filte	red, Wtd)			Ne	ewca	stle-	und	er-L	yme							ail a	nd L	eisu.	ire St	tudy	7						Pag	e 22
Weighted:										fo	r Nez	<b>xus</b>	Plan	nin	g												August	2018
	Tota	1	Zone	e 1	Zone	2	Zone	3	Zone	4	Zone	5	Zon	e 6	Zon	e 7	Zon	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone 1	13
Mean score [£]:																												
Q11 Thinking more gen	erally, ho	w mu	ich doe	es you	r house	hold s	pend o	n ave	rage on	main	food ar	nd gro	cery sl	hoppiı	ng in a	week?												
£1 - £5	0.2%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.6%	0	0.0%	0	3.1%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£11 - £15	0.5%	6	0.6%	1	0.0%	0	0.7%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
£16 - £20	2.3%	30	2.5%	5	2.4%	1	2.4%	4	0.5%	1	0.0%	0	3.0%	2	3.8%	2		2	2.3%	4	0.0%	0	0.6%	1	5.0%	10	0.0%	0
£21 - £25	1.2%	16	1.4%	2	0.6%	0	1.5%	3	0.0%	0	3.5%	3	4.5%	2	0.00/0	0		0	0.6%	1	3.0%	2	0.8%	1	0.0%	0	0.7%	0
£26 - £30	3.1%	40	0.7%	1	0.6%	0	5.8%	10	3.2%	3	6.2%	6	8.8%	5	/ -			1	0.0%	0	2.1%	2	1.9%	2	4.2%	8	1.4%	0
£31 - £35	1.4%	18	2.6%	5	4.4%	1	0.7%	1	0.0%	0	1.6%	1	3.2%	2				1	1.2%	2	0.6%	0	3.2%	4	0.0%	0	2.1%	1
£36 - £40	7.0%	91	6.5%	12	3.5%	1	9.1%	16	10.2%	10	5.3%	5	4.2%	2		2		4		22	6.7%	5	3.3%	4	3.6%	7	4.9%	1
£41 - £45	0.9%	12	0.8%	1	0.6%	0	0.7%	1	0.5%	1	2.7%	2	2.3%	1	0.0%	0		2	0.6%	1	0.0%	0	0.9%	1	0.6%	1	0.7%	0
£46 - £50	8.9%	116	11.8%	21	4.8%	2	12.9%	23	9.1%	9	8.5%	8	5.3%	3		6		2	6.6%	10	9.4%	7	4.4%	5	9.6%	19	7.5%	2
£51 - £55	1.3%	17	1.3%	2	4.6%	2	0.9%	2	0.0%	0	1.8%	2	0.7%	0		0		2	0.6%	1	0.0%	0	2.1%	2	1.5%	3	2.7%	1
£56 - £60	7.6%	99	7.5%	14	6.7%	2	4.8%	8	11.6%	12	9.8%	9	5.4%	3	,		10.5%	5	7.6%	12	5.7%	4	7.9%	9	7.3%	14	3.9%	1
£61 - £65	3.6%	47	9.7%	18	0.0%	0	0.7%	1	4.9%	5	3.9%	4	0.7%	0		2		1	3.9%	6	4.1%	3	3.9%	4	1.5%	3	0.0%	0
£66 - £70	6.6%	86	9.4%	17	5.1%	2	6.6%	12	5.5%	5	4.6%	4	8.5%	5		6		3	4.7%	7	6.9%	5	4.7%	5	7.1%	14	5.5%	1
£71 - £75	3.6%	47	2.3%	4	5.7%	2	5.0%	9	0.7%	1	2.6%	2	1.0%	1	2.7%			2	0.6%	1	6.2%	4	4.7%	5	7.4%	14	0.7%	0
£76 - £80	8.3%	107	9.1%	16	7.4%	2	7.7%	14	5.8%	6	11.4%	10	5.7%	3		5		5	5.5%	8	6.4%	5	5.3%	6	12.3%	24	12.1%	3
£81 - £85	1.4%	19	0.0%	0	0.8%	0	4.8%	9	1.2%	1	0.0%	0	0.7%	0	0.00/0	0		1	1.4%	2	0.6%	0	1.5%	2	1.3%	3	0.0%	0
Q37	3.3%	42	1.1%	2	2.4%	1	2.2%	4	9.0%	9	2.5%	2	1.4%	1	5.1%	3		3	1.7%	3	3.1%	2	4.7%	5	3.7%	7	1.9%	0
£91 - £95	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%		0.0%	0	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£96 - £100	11.7%	152	9.4%	17	3.6%	1	14.9%	26	11.8%	12	6.1%	6		8		7	7.7%	4	9.3%	14	9.6%		19.3%	22	12.5%	24	18.6%	5
£101 - £120	3.7%	49	3.6%	7	4.7%	2	0.7%	1	4.1%	4	5.8%	5		2				3	5.3%	8	6.4%	5	0.8%	1	4.2%	8	3.3%	1
£121 - £140	1.4%	19	0.0%	0	1.5%	1	1.7%	3	1.2%	1	1.7%	1	1.8%	1	6.1%		1.6%	1	0.0%	0	1.6%	1	2.5%	3	0.7%	1	6.4%	2
£141 - £160	3.1%	40	2.3%	4	2.2%	1	0.8%	1	0.8%	1	1.6%	1	5.3%	3			1.9%	1	8.2%	13	5.7%	4	3.1%	4	2.6%	5	5.9%	1
£161 - £180	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		0		0	0.9%	1	0.0%	0	0.0%	0	1.4%	3	1.5%	0
£181 - £200	1.0%	13	2.2%	4	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0		0		0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	1
£201 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.00.00	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
£251+	0.5%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.070	0		0		0	0.0%	0	2.6%	3	0.8%	2	0.0%	0
(Don't know / varies)	15.1%	197	13.5%	24	33.1%		15.6%	28	17.2%	17	14.4%	13		9	0.1/0			5		25	18.5%	13	18.1%	21	12.1%	23	12.5%	3
(Refused)	0.8%	11	0.8%	1	0.6%	0	0.0%	0	0.5%	1	2.3%	2	0.7%	0	1.3%	1	0.0%	0	0.6%	1	0.9%	1	2.4%	3	0.0%	0	4.3%	1
Mean:		75.09		71.65		74.14		67.28		73.75		74.68		70.59		77.16		69.96		80.61		75.59		85.03		76.17	1	91.65
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
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6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a more generally, how often does your household do a main food and grocery shore           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%           1.0%         13         0.0%         0         0.21%         4         1.5%         2         0.7%         1         0.0%         0         2.4%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         12.9%</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortm         more generally, how often does your household do a main food and grocery shore         a week = 1, Once a fortm           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         2.4%         1           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44           8.5%         111         11.0%         20         12.9%         4         <td< td=""><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 9           es a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44         79.9%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         2.9%         3         8.9%         8         1.0.6%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Or           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%           74.4%         969         71.6%         130         70.6%         24</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.0%         2.1%         4         1.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2           8.2%         106         10.4%         19         4.5%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less the more
generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         6.4%         4         10.3%         5         8.2%         10         1         1.4%         1         1.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         &lt;</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 10           as a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12           a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12         Zone 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td></td></td<></td> | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 3           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a more generally, how often does your household do a main food and grocery shore           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%           1.0%         13         0.0%         0         0.21%         4         1.5%         2         0.7%         1         0.0%         0         2.4%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         12.9% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortm         more generally, how often does your household do a main food and grocery shore         a week = 1, Once a fortm           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         2.4%         1           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44           8.5%         111         11.0%         20         12.9%         4 <td< td=""><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 9           es a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44         79.9%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         2.9%         3         8.9%         8         1.0.6%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Or           more generally, how often does your
household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%           74.4%         969         71.6%         130         70.6%         24</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.0%         2.1%         4         1.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2           8.2%         106         10.4%         19         4.5%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less the more generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         6.4%         4         10.3%         5         8.2%         10         1         1.4%         1         1.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         &lt;</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 10           as a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12           a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%      
  0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12         Zone 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td></td></td<> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 9           es a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44         79.9%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         2.9%         3         8.9%         8         1.0.6% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Or           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0% </td <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%           74.4%         969         71.6%         130         70.6%         24</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.0%         2.1%         4         1.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2           8.2%         106         10.4%         19         4.5%</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less the more generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         6.4%         4         10.3%         5         8.2%         10         1         1.4%         1         1.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         &lt;</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 10           as a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1        
0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12           a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12         Zone 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           a week]: 7 times a week = 7, 4 - 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6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1 | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 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6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44 | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%        
2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1 </td <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12           a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td> <td>for Nexus Planning         August           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12         Zone 12         Zone 12         Zone 13         Zone 14         Zone 1</td> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12           a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0% | for Nexus Planning         August           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 12         Zone 12         Zone 12         Zone 13         Zone 14         Zone 1 |

Yes	66.5% 865 69.9%	127 68.4%	23 58.1% 1	03 62.8%	62 60.6%	55 58.4%	31 55.1%	33 66.0%	31 66.3%	102 74.7%	54 80.5%	92 69.6%	135 67.8%	17
No	33.5% 437 30.1%	55 31.6%	11 41.9%	74 37.2%	37 39.4%	36 41.6%	22 44.9%	27 34.0%	16 33.7%	52 25.3%	18 19.5%	22 30.4%	59 32.2%	8
Weighted base:	1302	181	34 1	77	99	91	53	60	48	154	72	114	193	25
Sample:	1302	100	100 1	00	101	100	100	100	100	100	100	100	100	101

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy	,						Page 24 August 2018
	Total		Zone	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Q14 Where did you last u Those who do top-up sho																											
Zone 1 - Stoke-on-Trent																											
Aldi, Leek New Road,	1.2%	9	4.1%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Norton Aldi, Victoria Road, Berry Hill, Fenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Victoria Road, Berry Hill, Fenton	1.2%	10	5.9%	7	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Werrington Road, Bucknall	0.4%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Christchurch Street, Fenton	1.9%	15	12.6%	15	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hanley Road, Sneyd Green	0.5%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Keelings Road, Stoke-on-Trent	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Millrise Road, Milton	0.9%	7	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Werrington Road, Stoke-on-Trent	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Devonshire Square, Bentilee	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Leek Road, Abbey Hulton	0.9%	7	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Dividy Road, Bentilee Local shops, Bucknall Local	0.9% 0.2%	7 1	5.8% 1.2%	7 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%
Centre Local shops, Hanley Town	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre Marks & Spencer, Upper Market Square, City	0.7%	6	2.0%	2	0.9%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre (Hanley) Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.5%	12	4.7%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	2	4.1%	1	0.0%	0	1.1%	0	2.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%
Nisa, Millrise Road, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Etruria Road, Stoke-on-Trent	1.2%	9	0.9%	1		0	0.0%	0		2		0			1.3%	0		0		5	0.9%	0			0.0%	0	0.0%
Tesco Extra, Clough Street, Stoke-on-Trent Zone 2 -	2.4%	19	12.6%	15	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Newcastle-under-L yme																											
Betley Post Office & Village Shop, Bow Hill House,	0.1%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Road, Betley Co-op, Church Street,	0.5%	4	0.0%	0	16.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	le-	under	r-L	•				on-Tre Plann			l ai	nd Lei	isu	re Stu	dy							Page 25 August 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Audley																											
Co-op, Morningside, Madeley Crewe, Madeley	0.2%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Betley Village	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre	0.10/	1	0.00/	0	5.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/
Local shops, Bignall End Local Centre	0.1%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Madeley Town Centre	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wrinehill	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Village Centre Londis, Raven's Lane, Bignall End, Stoke-on-Trent	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Furnace Lane, Madeley	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Newcastle Road, Madeley	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sesco Express, Church Street, Audley Sone 2 - Shropshire	0.3%	2	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Woore Village Centre Cone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Uttoxeter Road, Blythe Bridge	1.1%	9	0.0%	0	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Caverswall Village Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre Cesco Express, Uttoxeter Road, Blythe Bridge Cone 3 - Stoke-on-Trent	0.7%	6	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Whittle Road, Meir Retail Park, Meir	0.7%	5	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
3&M, The Strand, Longton	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Belgrave Road, Longton	0.8%	6		0	0.0%	0	6.4%	6		0	0.0%	0		0	0.0%		0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Heathcote Street, Stoke-on-Trent	0.5%	4	2.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iome Bargains, Chancery Lane, Longton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
celand, Bennett Precinct, Longton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longton Local shops, Longton District Centre	0.9%	7	4.3%	5	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	r-L	yme a				n-Tre Planni			l ai	nd Lei	isu	re Stu	dy	7						Page August 20	
	Total		Zone 1	L	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	;
McColls, Anchor Road, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Blurton Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
One Stop, Lysander Road, Meir Park	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, Sandon Road, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Stoke-on-Trent Fesco Express, Amison Street, Meir Hay, Longton	0.9%	7	1.2%	1	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Succe, Men Hay, Longton Tesco Extra, Longton Retail Park, Baths Road, Longton	3.3%	26	10.0%	12	0.0%	0	13.5%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Fesco Superstore, Lysander Road, Meir Retail Park, Meir	3.3%	26	0.0%	0	0.0%	0	24.3%	24	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	(
Cone 4 - Stoke-on-Trent Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.7%	13	0.9%	1	0.0%	0	2.4%	2	4.2%	2	1.9%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.6%	4	2.6%	(
Mdi, Stanley Matthews Way, Trentham	1.7%	14	0.0%	0	0.0%	0	0.0%	0	25.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	(
Co-op, Hartshill Road, Central, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	(
Co-op, Manor Court Street, Penkhull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Co-op, Mayne Street, Hanford	1.3%	10	0.0%	0	0.0%	0	0.0%	0	14.6%	8	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ieron Foods, Campbell Place, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Celand, Boothen Park, London Road, Stoke-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
celand, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
idl, Boothen Park, Stoke-on-Trent Town Centre	0.3%	3	0.0%	0	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local shops, Stoke-on-Trent Town Centre	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ite Stop, The Lea, Trentham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	0.8%	7	3.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	C

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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Weighted:										foi	r Nexu	IS	Planni	ing	5												August 2	2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	.3
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	0.5%	4	0.0%	0	0.9%	0	0.0%	0	1.3%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent Sone 5 - Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Brownhills Road, Tunstall	1.5%	12	0.0%	0	1.3%	0	0.0%	0	0.0%	0	8.0%	4	19.1%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	
Asda, Scotia Road, Tunstall	2.3%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	18.5%	8	17.9%	5	3.7%	1	1.4%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	
Co-op, High Lane, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Knypersley Road, Norton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Heron Foods, Ford Green Road, Smallthorne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	
Home Bargains, Newcastle Street, Burslem	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
McColls, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 6 - Stoke-on-Trent																												
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%		1.7%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Iceland, Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lidl, High Street, Tunstall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	4.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Local shops, Chell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local shops, Tunstall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	
Sainsbury's Local, Crewe Road, Alsager Zone 7 - Newcastle-under-L	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	
<b>yme</b> Aldi, Liverpool Road, Kidsgrove	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	
Co-op, Cedar Avenue, Central, Talke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	(

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	under	-L	•				n-Tre Planni			l a	nd Le	isu	re Stu	dy							Page August 2	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Co-op, Whitehill Road, Kidsgrove	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	8.9%	11	0.0%	0
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Talke Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
McColls, High Street, Talke Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	0.1% 0.9%	1 7	0.0% 0.0%	0 0	0.0% 1.5%	0 0	1.3% 17.2%	0 5	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.8% 1.9%	1 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0								
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flavours, Smithy Lane, Biddulph	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wharf Road, Biddulph	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Moor Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Tunstall Road, Knypersley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Wharf Road Meadows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Way, Stoke-on-Trent Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.6%	3	64.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haywood Street, Leek	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashbourne Road, Cheadle	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Springfield Road, Leek	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tean	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leek Road, Endon	0.9%	7	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Leek	0.1%	1 2	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	1.2%	1 2	0.0% 0.0%	0	0.0%	0 0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0 0
Iceland, Tape Street, Cheadle Local shops, Cheadle Town Centre	0.3% 0.4%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	2.4% 3.3%	23	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	under	r-L	•		l Stoke r Nexu					l ai	nd Lei	isu	re Stu	ıdy	7						Page 29 August 2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13
Local shops, Leek Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Morrisons, Newcastle Road, Leek	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	19	0.0%	0	0.0%	0	0.0%	0	1.1% 0
Morrisons, Well Street, Cheadle	1.9%	15	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0% 0
One Stop, Cheadle Road, Cheddleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Sainsbury's, Churnet Way, Leek Zone 10 - Stafford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		6		0	1.0%	1	0.0%	0	0.0% 0
Aldi, Stafford Road, Stone	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	15	0.0%	0	0.0%	0	0.0% 0
Co-op, Eccleshall Road, Stone	0.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		1	0.0%	0	0.0%	0	0.0% 0
Co-op, Stafford Street, Eccleshall	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	10	0.0%	0	0.0%	0	4.5% 1
Heron Foods, High Street, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0% 0
Local shops, Stone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0% 0
Londis, Eccleshall Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0% 0
Morrisons, Church/Mill Street, Stone	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	11	0.0%	0	0.0%	0	0.0% 0
One Stop, Station Road, Barlaston Zone 11 - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0% 0
Aldi, Holmes Chapel Road, West Heath, Congleton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.8%	6	0.0%	0	0.0% 0
Aldi, Mountbatten Way, Congleton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0% 0
Asda, Lawton Road, Alsager	1.1%	9	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0% 0
B&M, Congleton Retail Park, Viking Way, Congleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0% 0
B&M, High Street, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0% 0
Co-op, Bromley Road, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0% 0
Local shops, Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0% 0
M&S Simply Food, Congleton Retail Park, Congleton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0% 0
McColls, Congleton Road North, Scholar Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0% 0

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

Weighted:										for	· Nexu	IS	Planni	ng	5												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1.	3
Morrisons, Bridestone Shopping Centre, Congleton	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	9	0.0%	0	0.0%	
Premier, Grove Avenue, Church Lawton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	
Spar, Canal Road, Congleton Tesco Superstore, Barn Road, Congleton Zone 12 - Newcastle-under-L yme	0.3% 1.5%	2 12		0 0	0.0% 0.0%	0 0	2.7% 13.3%	2 12	0.0% 0.0%	0 0	0.0% 0.0%																	
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	(
Asda, Morris Square, Kyme, Wolstanton	1.5%	12	0.0%	0	3.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	5.3%	7	0.0%	(
Asda, Wolstanton Retail Park,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	(
Newcastle-under-Lyme Co-op, Barbridge Road, Chesterton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	(
Co-op, High Street, Wolstanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	(
Co-op, The Parade, Silverdale	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	(
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	1.4%	(
Home Bargains, Castle Walk, Newcastle	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	(
Lidl, Lower Street, Newcastle-under-Lyme	0.6%	5	0.0%	0	1.3%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	(
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	(
Local shops, Silverdale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	(
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	(
McColls, Oxford Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	under	r-L	•				n-Tre Plann			l a	nd Lei	isu	re Stu	ıdy	,						Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	_
Basford																												
Morrisons, Goose Street, Newcastle-under-Lyme	1.1%	9	0.0%	0	1.2%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Morrisons, Lower Milehouse Lane,	1.0%	8	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Newcastle-under-Lyme Nisa, Paris Avenue,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Newcastle-under-Lyme Plant & Wilton, The Stores,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Main Road, Baldwins Gate Premier, Keele Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Higherland																												
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	1.8%	14	0.0%	0	5.0%	1	0.0%	0	4.2%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	2.9%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 13 - Newcastle-under-L																												
yme		_																										_
Co-op, Eccleshall Road, Loggerheads	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	42.0%	6
Zone 13 - Shropshire Hinstock Post Office,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	1 10/	0
Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local shops, Eaton-on-Tern Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local shops, Stoke Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Village Centre Outside Study Area																												
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Asda, Dewhurst Road,	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Victoria Centre, Crewe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
B&M, Kingsmead Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Shropshire Street, Audlem	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gateway, Beswick Drive, Crewe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Denstone Hall Farm Shop,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	le-	under	·-L	•				n-Tre Planni			l ai	nd Lei	su	re Stu	dy	,						Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	;
Main Road, Denstone																												
Hall Farm Shop & Café, Crewe Road, Alsager	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,.	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Dravton	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Lidl, Towers Lawn, Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	7.1%	1
Drayton Local shops, Bridgemere	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Centre Local shops, Burton-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Town Centre Local shops, Mossley Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Local shops, Nantwich Town Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, 17 Pratchetts	0.1%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Row, Nantwich Morrisons, Maer Lane, Market Drayton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	3
Sainsbury's, London Road, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	C
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Exchange Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Superstore, Hibel Road, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Superstore, Park	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue, Madeley Waitrose, Audley Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Newport Waitrose, Flat Lane,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Sandbach Waitrose, Trinity Road, Uttoxeter	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filte Weighted:	ered, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a				n-Tre Plann			i <b>l a</b> ı	nd Le	isu	re Stı	ıdy	7						Page August 2	
	Total		Zone	1	Zone	2	Zone 3	3	Zone 4		Zone 5	5	Zone 6	i	Zone 7	,	Zone 8		Zone 9		Zone 1	0	Zone 1	1	Zone	12	Zone 1	3
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	0
Weighted base: Sample:		796 779		118 60		22 64		97 54		53 58		45 47		30 54		30 49		30 60		95 68		49 69		89 73		124 62		15 61

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcas	tle-	unde	r-L	v				n-Tre Plann		Retail	l ai	nd Lei	su	re Stu	dy							Page August 2	
	Total		Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	)	Zone 11		Zone 12		Zone 1.	;
Q15 Where did you under Not those who said 'Dom						he tir	ne befor	e you	ur last vi	sit to	(STO	REN	IENTION	ED A	AT Q13)?	Wa	as it the s	ame	e place or	diff	erent?	Pleas	se specify	•				
Zone 1 - Stoke-on-Trent																												
Aldi, Leek New Road, Norton	0.7%	5	3.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Victoria Road, Berry Hill, Fenton	0.5%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Victoria Road, Berry Hill, Fenton	0.8%	6	2.5%	3	0.0%	0	0.0%	0	5.4%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Werrington Road, Bucknall	0.4%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	(
Co-op, Christchurch Street, Fenton	1.5%	11	9.7%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Hanley Road, Sneyd Green	0.8%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Co-op, Millrise Road, Milton	1.1%	8	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-op, Werrington Road, Stoke-on-Trent	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Heron Foods, Devonshire Square, Bentilee	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Heron Foods, Leek Road, Abbey Hulton	1.3%	10	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
celand, Charles Street, City Centre (Hanley)	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lidl, Dividy Road, Bentilee	0.6%	4	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Local shops, Bucknall Local Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Local shops, Hanley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
McColls, Leek Road, Hanley	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.1%	9	5.0%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0	0.0%	0	1.1%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Nisa, Millrise Road, Milton	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, King Street, Fenton	0.5%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, The Hillberry, Dividy Road, Wrinehill	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Etruria Road, Stoke-on-Trent	1.5%	11	4.5%	5	0.0%	0	0.0%	0	6.2%	3	0.0%	0	1.7%	1	1.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.1%	1	0.0%	(
Spar, Cauldon Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clough Street,	1.2%	9	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0

Weighted:										foi	r Nexu	is l	Planni	ing	5												August 2	.018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Stoke-on-Trent Zone 2 - Newcastle-under-L yme																												
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.1%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Audley	0.4%	3	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morningside, Madeley Crewe, Madeley	0.2%	2	0.0%		7.4%	2	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Local shops, Betley Village Centre	0.1%	0	0.0%		1.9%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		0
Local shops, Bignall End Local Centre Local shops, Madeley Town	0.1% 0.1%	1	0.0% 0.0%		2.5% 3.3%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0 0	0.0% 0.0%		0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0
Centre Local shops, Wrinehill	0.0%	0	0.0%		1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Centre Londis, Raven's Lane, Bignall End,	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent One Stop, Furnace Lane, Madeley	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Newcastle Road, Madeley	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Audley Zone 2 - Shropshire	0.9%	7	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Local shops, Woore Village Centre	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands	1 40/	10	0.00/	0	0.004	0	10.00/	10	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Co-op, Uttoxeter Road, Blythe Bridge Local shops, Caverswall	1.4% 0.2%	10	0.0% 0.0%	0	0.0% 0.0%	0	10.9% 1.5%	10	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%		0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Village Centre Tesco Express, Uttoxeter	0.2%	2	0.0%		0.0%	0	2.4%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		0
Road, Blythe Bridge Zone 3 - Stoke-on-Trent	,.	-	,.	Ĩ	,.	Ĩ	,.	_	,.	Ĩ	,.	÷	,			-	,.		,.		,.			Ť	,.	Ĩ	,.	÷
Aldi, Whittle Road, Meir Retail Park, Meir	1.5%	12	0.0%		0.0%		10.9%	10	0.0%	0	0.0%	0		0	0.0%	0	0.0%		1.4%	1	0.0%	0		0	0.0%	0		0
B&M, The Strand, Longton Co-op, Belgrave Road,	0.2% 0.8%	1 6	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.2% 6.6%	1 6	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%		0.0% 0.0%	0 0								
Longton Co-op, Finstock Avenue, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Heathcote Street,	0.5%	4	2.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	d, Wtd)			Ne	wcast	le-	unde	r-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy	,						Page 36 August 2018
	Total		Zone 1		Zone 2		Zone	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Stoke-on-Trent																											
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Home Bargains, Chancery Lane, Longton	0.3%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bennett Precinct, Longton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Lidl, The Strand, Longton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Longton District Centre	1.4%	10	5.5%		0.0%	0	3.3%	3	2.5%	1	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Local shops, Meir Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre McColls, Anchor Road,	0.6%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-on-Trent One Stop, Blurton Road,	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-on-Trent One Stop, Lysander Road,	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meir Park One Stop, Sandon Road,	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke-on-Trent																											
Tesco Express, Amison Street, Meir Hay, Longton	1.0%	7	2.5%	3	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Tesco Extra, Longton Retail Park, Baths Road, Longton	2.2%	17	4.5%	5	0.0%	0	10.8%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.5%	27	0.0%	0	0.0%	0	18.0%	17	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	5.0%	5	1.2%	1	0.0%	0	3.7%	4	0.0% (
Zone 4 - Stoke-on-Trent																											
Aldi, Newcastle Road, Springfields,	1.4%	11	0.9%	1	0.0%	0	1.2%	1	2.4%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0% (
Stoke-on-Trent Aldi, Stanley Matthews	1.2%	9	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Way, Trentham Co-op, Hartshill Road,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Central, Stoke-on-Trent Co-op, Manor Court Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Penkhull										-										Ū							
Co-op, Mayne Street, Hanford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	8.9%	5	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Iceland, Boothen Park, London Road, Stoke-on-Trent Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Centre Lidl, Boothen Park, Stoke-on-Trent Town Centre	0.7%	6	0.0%	0	0.0%	0	1.5%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0% (
Local shops, Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	•		l Stoke r Nexu					l a	nd Lei	isu	re Stu	ıdy	7						Page 37 August 2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Town Centre																											
One Stop, The Lea, Trentham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	1.2%	9	2.6%	3	0.0%	0	0.0%	0	1.5%	1	6.7%	2	0.0%	0	1.3%	0	0.0%	0	1.4%	1	1.2%	1	1.0%	1	0.0%	0	0.0%
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire	1.9%	15	3.8%	4	1.0%	0	0.0%	0	12.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorlands Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent Zone 5 - Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Brownhills Road, Tunstall	1.8%	14	0.0%	0	1.4%	0	3.1%	3	0.0%	0	12.9%	5	14.0%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Asda, Scotia Road, Tunstall	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	15.6%	5	1.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knypersley Road, Norton	0.7%	5	0.0%	0	0.0%	0	0.0%	0			13.6%	5		0	0.0%	0		0	010/0	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Ford Green Road, Smallthorne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.5%	4	0.0%
Home Bargains, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
McColls, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6 - Stoke-on-Trent	0.44	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0		0	0.004	0	0.004	0	0.004	0	0.004	0	0.004
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	1.6%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iome Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
celand, Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
idl, High Street, Tunstall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%
ocal shops, Chell Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Tunstall Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cestific Cesco Express, Biddulph Road, Great Chell Cone 7 - Cheshire East	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.3%	3	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Crewe Road, Alsager	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	tle-	under	r-L	•		l Stoke r Nexu				Retail g	l ai	nd Lei	su	re Stu	dy							Page 38 August 2018	
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	-
Zone 7 - Newcastle-under-L																												
<b>yme</b> Aldi, Liverpool Road, Kidsgrove	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cedar Avenue, Central, Talke	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Co-op, Whitehill Road, Kidsgrove	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Talke Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Talke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	18.8%	5	1.6%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0
Local shops, Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flavours, Smithy Lane, Biddulph	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Wharf Road, Biddulph	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Moor Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Tunstall Road, Knypersley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Wharf Road Meadows Way, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	11.1%	3	49.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorlands																												
Aldi, Haywood Street, Leek	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0		0
Asda, Ashbourne Road, Cheadle	0.4%	3	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	0.0%	0		0
Asda, Springfield Road,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:										foi	r Nexu	IS ]	Planni	ng	5												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	3
Leek																												
B&M, Barnfield Road, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tean	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leek Road, Endon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Leek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheadle Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leek Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0	0.0%	0	1.3%	2	1.2%	0
Morrisons, Well Street, Cheadle	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cheadle Road, Cheddleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			13	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 10 - Stafford																												
Aldi, Stafford Road, Stone	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Eccleshall Road, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6	0.0%	0	0.0%	0	1.2%	0
Heron Foods, High Street, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Eccleshall Road, Stone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	2.5%	19	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	17	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Premier, Orchard Place, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Aldi, Holmes Chapel Road, West Heath, Congleton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.7%	5	0.0%	0	0.0%	0
Aldi, Mountbatten Way, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Asda, Lawton Road, Alsager	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
B&M, High Street, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op, Bromley Road, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	unde	r-L	•		l Stoke r Nexu					l a	nd Lei	isu	re Stu	ıdy	7						Page 40 August 2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 13
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Local shops, Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
M&S Simply Food, Congleton Retail Park, Congleton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	0	4.9%	1	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%
McColls, Congleton Road North, Scholar Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%
McColls, St Johns Road, Buglawton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Morrisons, Bridestone Shopping Centre, Congleton	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	7	0.0%	0	0.0%
Premier, Grove Avenue, Church Lawton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%
Spar, Canal Road, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Spar, Crewe Road, Alsager	0.4%	3	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő		3	0.0%	Ő	0.0%
Tesco Superstore, Barn	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	13.3%	11	0.0%	0	0.0%
Road, Congleton Zone 12 - Newcastle-under-L																											
<b>yme</b> Aldi, Blackfriars Road, Newcastle-under-Lyme	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10	0.0%
Asda, Morris Square, Kyme, Wolstanton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.4%	3	4.5%	6	0.0%
Asda, Wolstanton Retail Park,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%
Newcastle-under-Lyme Co-op, Barbridge Road,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%
Chesterton Co-op, Clayton Road, Clayton,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%
Newcastle-under-Lyme Co-op, Hanbridge Avenue, Bradwell,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%
Newcastle-under-Lyme Co-op, High Street, Wolstanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Co-op, London Road, Chesterton	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	1.5%
Heron Foods, Hanbridge Avenue, Bradwell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	•		l Stoke r Nexu					l ai	nd Lei	isu	re Stu	dy	7						Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	;
Home Bargains, Castle Walk, Newcastle	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Lower Street, Newcastle-under-Lyme	0.4%	3	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Local shops, Silverdale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.3%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.4%	18	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.8%	6	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Plant & Wilton, The Stores, Main Road, Baldwins Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Premier, Greyhound Court, Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Keele Road, Higherland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Premier, Northwood Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.1%	16	0.0%	0	10.2%	2	0.0%	0	5.8%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.4%	8	3.0%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 13 - Newcastle-under-L																												
yme Co-op, Eccleshall Road, Loggerheads	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	39.2%	6
Local shops, Loggerheads Village Centre Zone 13 - Shropshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eaton-on-Tern Local Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Aldi, Audley Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Asda, Carter Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

by Zo	ne (Nulls	& SFT	Filtered,	Wtd)
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Weighted:										fo	r Nexu	<b>IS</b> ]	Planni	ing	5												August 2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Uttoxeter																											
Asda, Dewhurst Road, Birchwood	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Asda, Queensway, Stafford Asda, St Georges Road, Donnington	0.1% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%		0.0% 0.0%	0 0	1.3% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0 1.7% 0
Asda, Stafford Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2% 0
Asda, Victoria Centre, Crewe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0% 0
B&M, Frogmore Road, Market Drayton	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2% 0
B&M, Kingsmead Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0% 0
Co-op, Shropshire Street, Audlem	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Denstone Hall Farm Shop, Main Road, Denstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Hall Farm Shop & Café, Crewe Road, Alsager	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0% 0
Iceland, Cheshire Street, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2% 0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Lidl, Madford Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0% 0
Lidl, Towers Lawn, Market Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4% 2
Local shops, Burton-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Local shops, Market Drayton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9% 0
M&S Simply Food, Beam Street, Nantwich	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0% 0
Morrisons, 17 Pratchetts Row, Nantwich	0.2%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Morrisons, Maer Lane, Market Drayton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	17.4% 3
Sainsbury's Local, Shrewsbury Road, Market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9% 0
Drayton Sainsbury's, Chell Road, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.8%	1	0.0%	0	0.0% 0

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l a	nd Le	isu	re Stu	ıdy	<b>,</b>						Pag	e 43
Weighted:										fo	r Nex	us ]	Plann	ing	5												August	2018
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	ļ	Zone 5	i	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	13
Sainsburys, Middlewich Road. Nantwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Exchange Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Waitrose, Flat Lane, Sandbach	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	0
Weighted base: Sample:		763 746		111 57		22 62		95 52		51 55		37 40		30 54		29 46		30 59		91 65		48 66		85 69		121 60		15 61

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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 12           Mean score [E]:           Ots         Thinking more generally, how much does your household speed on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in food store, ps bupping on 013         E1         E5         E1         E5         E1         E5         E1         E5         E1         E5         E1         E3         E1         E3         E4         E3         E1         E3         E4         E3	by Zone (Nulls & SFT F	Filtered, Wtd)	)		Ne	ewcas	stle-	unde	er-L	yme							ail a	nd L	eisu	re St	udy	7						Paş	ge 44
Mean score [E]:         Thinking more generally, how much dees your basehold speed on average on 'top up'cod and greeny shopping in a week? Once again, top up grocers shopping includes 'basket shops' in Loca vio a top-up shopping at QU3         Thore who a top-up shopping at QU3         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shops.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.       1 125 1.3 1.3 11.1 1.3 1.1 1.1 1.1 1.1 1.1 1.	Weighted:										10	r Nez	xus	Plan	nınş	5												August	2018
Gala       Provide and grace shorping in a week? Once again, top up crocers, shorping and all of the shorpin		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	8	Zone	9	Zone	10	Zone 1	1	Zone	12	Zone	13
Thore speciality retailers such as bakers, butchers and greengrocers, and shacks bought from shops.           Thore who do up-up shopping at QL3           E1 - 5         10.2%         66         8.88         10.2%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         1         1.0%           1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1          1.1         <	Mean score [£]:																												
E6 - E1019 2%16628.3%3619 .1%423.1%24 23.5%156.3%924.5%826.5%921.5%720.1%6011.1%6116.4%1116.4%1116.4%1117.1%1117.1%1117.2%924.5%826.5%921.5%720.1%712.16%168.2%1116.4%2310.4%2310.4%15.3%2710.1%1113.1%111111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%11.1%11.1%11.1%11.1%11.	foodstores, pur	chases from	n spe	ciality re														k? Once	e agai	n, top uj	o groo	cery sho	oppin	g include	es 'ba	isket sh	ops' i	n	
E6 - E1019 2%16628.3%3619 .1%423.1%24 23.5%156.3%924.5%826.5%921.5%720.1%6011.1%6116.4%1116.4%1116.4%1117.1%1117.1%1117.2%924.5%826.5%921.5%720.1%712.16%168.2%1116.4%2310.4%2310.4%15.3%2710.1%1113.1%111111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%11.1%11.1%11.1%11.1%11.	£1 - £5	10.2%	88	10.0%	13	21.0%	5	13.8%	14	15.2%	9	12.2%	7	3.8%	1	13.2%	4	12.5%	4	4.8%	5	9.0%	5	6.6%	6	10.0%	13	8.1%	
Life - E2D       I8.0%       I61       I8.8%       G4       I8.3%       G4 <th< td=""><td>£6 - £10</td><td>19.2%</td><td>166</td><td>28.3%</td><td></td><td></td><td>4</td><td>23.1%</td><td></td><td>23.5%</td><td>15</td><td>16.3%</td><td>9</td><td>24.5%</td><td>8</td><td></td><td>9</td><td>21.5%</td><td>7</td><td></td><td>20</td><td>11.1%</td><td>6</td><td>16.6%</td><td></td><td></td><td></td><td>16.4%</td><td></td></th<>	£6 - £10	19.2%	166	28.3%			4	23.1%		23.5%	15	16.3%	9	24.5%	8		9	21.5%	7		20	11.1%	6	16.6%				16.4%	
Life - E2D       I8.0%       I61       I8.8%       G4       I8.3%       G4 <th< td=""><td>£11 - £15</td><td>13.3%</td><td>115</td><td>14.9%</td><td>19</td><td>17.4%</td><td>4</td><td>16.2%</td><td></td><td></td><td>4</td><td>17.2%</td><td>9</td><td>21.2%</td><td></td><td></td><td>1</td><td>15.5%</td><td>5</td><td>8.3%</td><td>8</td><td>12.9%</td><td>7</td><td>12.7%</td><td>12</td><td></td><td></td><td></td><td></td></th<>	£11 - £15	13.3%	115	14.9%	19	17.4%	4	16.2%			4	17.2%	9	21.2%			1	15.5%	5	8.3%	8	12.9%	7	12.7%	12				
\$256 + 250       6.5%       56       0.8%       1       1.8%       0       8.3%       9       1.13%       7       6.7%       4       7.5%       2       7.5%       2       7.0%       7       1.0%       6       8.4%       8       3.9%       5       1.34%         251 + 253       1.9%       1.0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£16 - £20	18.6%	161	18.8%	24	18.3%	4	11.0%	11				11	18.8%	6		9	21.9%	7										4
E31 - E35       19%       16       0.0%       0       1.4%       1       0.0%       0       0.0%       0       5.2%       5       4.4%       2       0.0%       0       1.4%       1       0.0%       0       0.0%       0       5.2%       5       4.4%       2       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£21 - £25	5.5%	48	3.0%	4	2.0%	0	1.4%	1	5.3%	3	5.4%	3	1.2%	0	2.8%	1	5.2%	2	10.6%	11	3.5%	2	7.0%	6	9.1%	12	9.5%	-
E31 - E35       19%       16       0.0%       0       1.4%       1       0.0%       0       0.0%       0       2.5%       5       4.4%       2       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£26 - £30	6.5%	56	0.8%	1	1.8%	0	8.3%	9	11.3%	7	6.7%	4	7.9%	2	7.5%	2	7.5%	2	7.0%	7	11.0%	6	8.4%	8	3.9%	5	13.4%	
L41 = 45       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£31 - £35	1.9%	16	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	3.1%	1	0.0%	0	0.0%	0	5.2%	5	4.4%	2	0.0%	0	4.1%			
246 = E50       1.2%       10       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£36 - £40	2.2%	19	4.1%	5		0	5.7%	6	1.2%	1	0.0%	0	0.0%	0	7.8%	3	0.0%	0	2.6%	3	0.8%	0	0.0%	0	0.0%	0		
E31       535       0.1%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%									0		0	0.0%	0		0		0	0.0%	0				0		0		0		
E31 = £55       0.1%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£46 - £50	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0	0.0%	0	1.3%	1	5.2%	3	4.9%	5	0.0%	0	3.5%	
E56 : E60       0.1%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£51 - £55		1	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%			0	0.0%	0		1	0.0%	0		
E61 - E65       0.3%       3       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			1						0		0		0		0		0						0		0	0.8%	1		
E66 - £70       0.3%       2       1.0%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			3				0		0		0		0		0		0		0		0		0		3		0		
£76 - £80       0.4%       4       0.0%       0       0.0%       0       0.0%       0       1.6%       1       0.0%       0       0.0%       0       1.1%       1       1.0%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£66 - £70	0.3%	2	1.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
£76 - £80       0.4%       4       0.0%       0       0.0%       0       0.0%       0       1.6%       1       0.0%       0       0.0%       0       1.1%       1       1.0%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£71 - £75	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
£86 - £90       0.1%       1       0.8%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			4						0				0		1		0				1		1				2		
£86 - £90       0.1%       1       0.8%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
£91 - £95       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			1		1		0	0.0%	0		0		0		0		0		0		0		0		0		0		
£96 - £100       0.1%       1       0.0%       0       0.9%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $			1				0		0		1		0		0		0		0		0		0		0		0		
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	£101 - £120	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
E161 - £180       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			0	0.0%				0.0%	0		0		0		0		0		0		0		0		0		0		
E161 - £180       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0							0	0.0%	0		0	0.0%	0		0		0				0		0		0		0		
£181 - £200       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0															0								Õ				0		
£201 - £250       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			~						~												0		Ő						
£251+       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0															0		0				0		Õ						
(Don't know / varies)       19.0%       164       18.2%       23       19.4%       4       17.6%       18       19.1%       12       16.4%       9       15.6%       5       10.9%       4       14.9%       5       20.0%       20       24.7%       13       23.8%       22       20.3%       27       8.2%         (Refused)       0.6%       5       0.0%       0       0.0%       0       2.6%       1       2.3%       1       0.0%       0       1.1%       0       0.0%       0       0.0%       0       6.4%         Mean:       18.18       15.91       13.16       17.18       16.33       17.07       17.63       17.54       15.38       20.63       21.16       21.18       18.84       2         Weighted base:       865       127       23       103       62       55       31       33       31       102       54       92       135															Ő				-				Ő						
(Refused)       0.6%       5       0.0%       0       0.0%       0       0.0%       0       2.6%       1       2.3%       1       0.0%       0       0.0%       0       1.9%       2       0.0%       0       6.4%         Mean:       18.18       15.91       13.16       17.18       16.33       17.07       17.63       17.54       15.38       20.63       21.16       21.18       18.84       2         Weighted base:       865       127       23       103       62       55       31       33       31       102       54       92       135												0.00.00											~						
Mean:         18.18         15.91         13.16         17.18         16.33         17.07         17.63         17.54         15.38         20.63         21.16         21.18         18.84         2           Weighted base:         865         127         23         103         62         55         31         33         31         102         54         92         135													1		1		0												
Weighted base:         865         127         23         103         62         55         31         33         31         102         54         92         135	· · · ·	0.070		01070					-			/0	17.07		17.63										_				22.5
																								-					1
	Sample:		854		68		23 67		58		62 67		58		57		53 53		64		73		54 77		92 75		68		1

by Zone (Nulls & SFT ) Weighted:	Filtered, Wtd)	Ν	ewcastle	-under-]	v	d Stoke- or Nexus			and Leis	ure Stud	y			Page 45 August 2018
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean score [Ti	nes a week]: 7 ti	mes a week =	7, 4 - 6 times	a week = 5, 2	2 - 3 times a w	veek = 2.5, Or	nce a week = "	1, Once a fort	night = 0.5, C	nce a month	= 0.25, Less	than once a n	nonth = 0.1	
	ng more generall up shopping at Q1.		loes your hou	usehold do a	top-up food a	and grocery s	hop?							

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

by Zone (Nulls & SFT Filtered, Wtd)	
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Weighted:										fo	r Nex	us	Plann	ing	5												August 2	2018
	Tota	l	Zone	1	Zone 2		Zone 3	3	Zone 4	I	Zone :	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	.3
Q18 Where did you last b Excl. Nulls & SFT	ouy cloth	ning c	or footw	ear go	ods?																							
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etruria Road, Stoke-on-Trent	0.4%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.5%	5	0.0%	0	4.4%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	2.2%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	6.4%	63	12.6%	17	2.1%	1	1.0%	1	6.5%	5	10.4%	7	10.2%	4	6.1%	3	2.1%	1	1.5%	2	5.2%	3	5.6%	5	11.2%	15	0.0%	0
Hanley Town Centre	26.5%	260	37.4%	52	12.6%	3	25.6%	37	24.0%	17	45.6%	30	33.0%	14	12.0%	5	23.5%	9	34.8%	42	9.3%	5	13.0%	11	24.8%	34	9.2%	2
Intu Potteries Shopping Centre, City Centre (Hanley)	5.4%	53	8.4%	12	4.7%	1	8.2%	12	4.0%	3	3.3%	2	5.8%	2	9.7%	4	11.4%	4	1.8%	2	0.8%	0	2.2%	2	4.9%	7	6.9%	1
Ravenside Retail Park, Victoria Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Stoke-upon-Trent Town Centre	2.8%	28	4.7%	7	0.0%	0	4.1%	6	10.8%	8	2.6%	2	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0
Zone 2 - Newcastle-under-L																												
yme Audley Zone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge Village Centre Zone 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Longton Retail Park, Longton	0.6%	6	0.0%	0	0.0%	0	1.8%	3	1.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	8.0%	79	10.4%	14	0.0%		34.3%	50	7.4%	5	4.4%	3		0	0.0%	0	0.0%	0		4	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	,.	0	0.0%	0		0	,.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre Zone 4 -	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L yme Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:										foi	r Nexu	IS ]	Plann	ing	5												August 2	:018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	
Trentham Shopping Village, Stone Road, Trentham Zone 4 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Trentham Local Centre Zone 5 - Staffordshire Moorlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Brown Edge Zone 5 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Norton Local Centre Zone 6 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tunstall Town Centre Zone 7 -	3.5%	34	5.5%	8	2.1%	1	0.8%	1	0.0%	0	8.3%	5	19.5%	8	15.7%	7	8.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	
Newcastle-under-L yme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	6.5%	64	1.7%	2	4.7%	1	6.3%	9	3.2%	2	8.0%	5	10.9%	4	13.5%	6	6.5%	2	2.0%	2	3.0%	2	14.0%	12	10.4%	14	2.0%	
Kidsgrove Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Talke Village Centre	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Biddulph Moor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Biddulph Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Brown Lees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	(
Sainsbury's, Wharf Road, Biddulph Zone 8 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(

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

Weighted:	, ,								J	fo	r Nex	us l	Plann	ing	5					v							August 2	018
-	Tota	I	Zone 1		Zone 2	2	Zone 3	5	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1.	3
Aldi, Haywood Street, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre Sainsbury's, Churnet Way, Leek	$0.4\% \\ 0.1\%$	4 1	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 1.1%	0 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	3.2% 0.0%	3 0	0.0% 0.0%	0 0	4.9% 0.0%	1 0
Leek Town Centre Zone 10 - Stafford	2.3%	22	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.1%	0	15.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre Zone 11 - Cheshire East	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Congleton Retail Park, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Congleton Town Centre Zone 12 -	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Newcastle-under-L yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	5.4%	53	5.8%	8	25.8%	6	0.0%	0	9.5%	7	0.0%	0	0.9%	0	2.6%	1	1.8%	1	0.9%	1	0.0%	0	0.0%	0	19.9%	27	7.9%	1
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	2.0%	20	1.1%	1	1.7%	0	0.8%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	2.7%	1	2.0%	2	0.8%	0	3.3%	3	5.8%	8	1.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.9%	48	0.7%	1	7.9%	2	1.8%	3	10.6%	7	5.5%	4	4.3%	2	18.3%	8	3.9%	1	4.0%	5	3.6%	2	1.9%	2	7.7%	11	7.1%	1
Zone 13 - Newcastle-under-L vme																												
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0
Bridgemere Village Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks, Ellesmere	1.0%	10	0.0%	0	7.9%	2	0.0%	0	1.8%	1	3.7%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1	1.0%	1	3.9%	1
Port	1 1 1		2.021		1.50	~	0.001	~	0.1.07		0.001	~	0.001	~	0.001	~	0.00		0.001	~	2.001	~	1 (2)		1.000		0.001	~
Chester City Centre	1.1%	11	2.9%	4	1.7%	0	0.0%	0	2.1%	1	0.0%	0		0	0.0%	0	2.2%	1	0.0%	0	3.0%	2		1	1.0%	1	0.0%	0
Crewe Town Centre	1.1%	11	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0		9	0.0%	0	0.0%	0
Derby City Centre Grand Junction Retail Park,	1.0% 1.0%	9 10	0.0% 0.0%	0 0	0.0% 2.2%	0 1	2.1% 0.0%	3 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	0.0% 0.9%	0 0	0.9% 0.0%	0 0	5.0% 0.0%	6 0	0.0% 0.0%	0 0	0.0% 8.8%	0 8	0.0% 1.1%	0 2	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	nd	Stok	e-o	n-Tre	ent	Retai	l aı	nd Lei	isu	re Stu	ıdy	7						Pag	e 49
Weighted:										foi	r Nex	us ]	Plann	ing	5												August 2	2018
	Total		Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	1	Zone 12	2	Zone 1	13
Crewe																												
Greyfriars Place Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.7%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Macclesfield Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.7%	1	2.6%	3	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Manchester City Centre	2.8%	27	3.8%	5	0.0%	0	1.8%	3	4.8%	3	0.0%	0	4.7%	2	2.4%	1	5.6%	2	3.7%	5	1.0%	1	1.9%	2	3.1%	4	0.0%	0
Market Drayton Town Centre	0.6%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	9.2%	2
Matlock Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.2%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Queens Retail Park, Stafford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	8.8%	2
Stafford Town Centre	2.3%	23	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0	0.9%	1	29.8%	17	0.0%	0	0.0%	0	1.4%	0
Telford Town Centre	0.8%	7	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%		23.8%	4
Tesco Extra, Wrekin Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Park, Arleston, Telford						-																						
Trafford Centre, Manchester	1.5%	15	0.0%	0	0.9%	0	3.3%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	1	3.0%	2	4.4%	4	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Nantwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Abroad	0.6%	6	0.9%	1	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	1	1.1%	1	0.8%	0	0.0%	0	0.0%	0	1.0%	0
Other, outside study area	0.9%	9	0.0%	0	3.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.6%	3	1.1%	1	1.2%	1	1.1%	2	1.0%	0
Weighted base:		983		138		24		145		69		67		41		44		36		122		58		86		136		17
Sample:		968		73		72		80		74		73		76		77		77		77		74		74		71		70

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewca	stle-	und	er-L	yme		I Stol					il a	nd L	eisu	re St	udy	7						Pag	ge 50
Weighted:										fo	r Nez	xus .	Plan	ning	5												August	2018
	Tota	1	Zone	e 1	Zon	e 2	Zone	23	Zone	e <b>4</b>	Zone	5	Zone	e 6	Zone	7	Zone	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Mean score [Times a 3 months = 4, At leas															a fortn	ight =	= 26, At	least c	once a n	nonth	= 12, /	At leas	t every t	wo m	onths =	: 6, At	least e	very
Q19 How often do you m Not 'Delivery' / 'Abroad			•		•	or footw	ear to	(DE	ESTINA	TION	MENTIC	ONED	AT Q18	s)?														
Daily	0.7%	7	1.1%	1	3.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	
At least two times a week	1.1%	11	1.1%	1	1.2%	0	0.0%	0	1.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.9%	1	2.3%	2	0.8%	1	0.0%	
At least once a week	7.8%	76	11.5%	16	8.4%	2	4.9%	7	5.6%	4	17.5%	12	10.2%	4	10.6%	5	8.5%	3	5.8%	7	5.8%	3	9.1%	8	3.6%	5	5.7%	
At least once a fortnight	8.4%	82	8.1%	11	14.5%	3	10.1%	15	4.0%	3	8.4%	6	8.1%	3	8.6%	4	3.0%	1	8.8%	11	8.8%	5	11.1%	10	8.1%	11	2.4%	
t least once a month	26.3%	257	23.7%	32	19.0%	5	20.7%	30	27.0%	19	28.4%	19	40.0%	16	26.7%	12	20.8%	7	30.1%	36	26.9%	15	21.3%	18	32.1%	44	22.9%	
t least every two months	11.6%	113	8.8%	12	9.1%	2	15.9%	23	5.7%	4	8.1%	5	8.4%	3	6.9%	3	14.9%	5	12.7%	15	20.9%	12	8.9%	8	13.1%	18	13.4%	
t least every 3 months	15.6%	152	16.0%	22	13.0%	3	17.6%	25	21.6%	15	7.8%	5	10.1%	4	11.2%	5	15.0%	5	22.1%	27	4.7%	3	20.6%	18	12.1%	16	22.2%	
t least every 6 months	7.5%	73	3.9%	5	10.4%	2	9.9%	14	14.6%	10	8.1%	5	8.3%	3	12.5%	5	15.7%	6	4.7%	6	10.0%	6	4.9%	4	2.1%	3	17.3%	
ess often than once every 6 months	3.9%	38	3.7%	5	7.8%	2	3.2%	5	3.4%	2	0.9%	1	2.1%	1	4.8%	2	7.8%	3	1.5%	2	6.6%	4	1.9%	2	6.8%	9	7.9%	
ave only visited once	2.1%	21	0.8%	1	0.9%	0	0.8%	1	0.8%	1	1.1%	1	2.1%	1	0.9%	0	1.3%	0	2.7%	3	1.0%	1	2.3%	2	6.1%	8	5.4%	
Don't know / varies)	15.0%	147	21.4%	29	12.3%		15.9%	23	15.5%	11	17.3%	12	10.6%	4	17.9%		13.0%	5	10.1%	12	7.2%	4		15	15.3%	21	2.7%	
lean:		17.37		21.93		29.17		15.75		12.62		21.82		14.89		14.76		11.05		13.64		37.58		17.09		11.87		8.7
Veighted base:		978		137		24		144		69		67		41		44		36		120		57		86		136		1
ample:		959		72		71		79		74		73		75		77		75		76		73		74		71		6
<b>Q20 How did you travel to</b> Not 'Delivery' / 'Abroad	•					T Q18)1	?																					
Car / van (as driver)	71.3%	697	47.8%	65	69.8%		63.9%	92	69.1%	48	66.7%		54.3%	22	78.4%	34		26	84.9%	102	79.1%	45		73	82.9%	113		1
Car / van (as passenger)	9.1%	89	18.6%	25	20.3%		3.4%	5	9.6%	7			19.3%	8	9.9%	4	9.9%	4	7.5%	9	9.1%	5		3	3.4%	5	12.8%	
us (including the busway or guided bus), minibus or	9.7%	95	14.7%	20	9.9%	2	15.3%	22	5.7%	4	13.9%	9	11.8%	5	7.8%	3	10.4%	4	1.9%	2	4.6%	3	10.5%	9	8.6%	12	1.0%	
coach lotorcycle, scooter or moped	0.5%	5	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
/alk	5.4%	52	13.2%	18	0.0%	0	7.9%	11	7.0%	5	6.1%	4	4.7%	2	1.8%	1	1.2%	0	5.0%	6	7.2%	4	0.8%	1	0.0%	0	0.0%	
	0.8%	52 7	2.6%	18	0.0%		0.8%	11		1		4	4.7%	2	0.0%	1		0	0.0%	0	0.0%	4 0	0.00/0	0	0.0%	0	0.0%	
nxi				•		^o		1	1.1%	-	1.8%	-		1						0						7		
ain	2.8%	28	3.1%	4	0.0%		5.3%	8	5.0%	3	0.0%	0	4.8%		1.2%	1		2	0.8%		0.0%	0		0	5.2%		1.0%	
etro	0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
cycle obility scooter / disability vehicle	0.1% 0.0%	1 0	0.0% 0.0%	0 0			0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.5% 0.0%	1 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	3	0.0%	0			0.0%	0	2.5%	2	0.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
on't know / varies)	0.3%		0.0%		0.0%		0.0%		2.3%		0.9%		0.0%		0.9%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	
eighted base:		978		137		24 71		144 79		69 74		67 73		41 75		44 77		36 75		120 76		57 73		86 74		136 71		1
ample:		959		72		71		70		74																		6

by Zone (Nulls & SFT Filter	red, Wtd)	)		Ne	ewcas	tle-	unde	er-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l ai	nd Lei	su	re Stu	ıdy	,						Pag	ge 51
Weighted:										fo	r Nex	us 1	Plann	ing	Ş												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone	13
Q21 When you last went Not 'Delivery' / 'Abroad				g or f	ootwear,	did y	you link	this t	rip with	anotl	ner activ	ity?																
Yes - non-food shopping	8.1%	83	12.8%	18	3.4%	1	5.8%	9	7.0%	5	6.9%	5	4.8%	2	8.9%	4	5.1%	2	7.5%	10	5.3%	3	8.8%	8	10.4%	14	11.8%	2
Yes – other food shopping	4.9%	50	3.7%	5	10.7%	3	7.4%	11	6.4%	5	3.6%	3	4.5%	2		5	4.8%	2	3.6%	5	7.5%	4	3.8%	3	1.0%	1	7.2%	1
Yes – visiting services such as banks and other financial institutions	1.3%	13	1.8%	2	4.3%	1	1.0%	1	2.5%	2	0.0%	0	2.8%	1	0.0%	0	1.8%	1	0.7%	1	2.3%	1	0.8%	1	0.8%	1	0.9%	0
Yes – leisure activity	5.0%	51	0.7%	1	2.0%	1	2.7%	4	4.5%	3	1.6%	1	3.3%	1	5.4%	3	10.3%	4	10.1%	13	0.0%	0	5.2%	5	10.1%	14	6.8%	1
Yes – visiting café / pub / restaurant	14.7%	150	5.6%	8	8.0%	2	27.1%	40	16.7%		12.2%	9	10.3%	4	12.1%		17.7%		13.4%				13.7%	12	9.7%		23.1%	4
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	4	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	C
Yes – travelling to/from work	2.3%	24	5.1%	7	0.0%	0	5.2%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	3.8%	5	0.0%	0	1.0%	1	1.0%	1	3.9%	1
Yes – travelling to/from school/college/university	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Yes – visiting family/friends	1.9%	20	4.3%	6	6.2%	2	1.1%	2	1.5%	1	3.2%	2	1.9%	1	2.5%	1	2.7%	1	1.9%	2	0.8%	0	1.1%	1	0.0%	0	1.8%	C
Yes – visiting health service such as doctor, dentist, hospital	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
(No activity)	57.6%	589	65.4%		60.5%		47.7%		57.5%	42	68.4%		71.1%	30	56.4%					71	51.5%		58.5%		59.2%	81		8
(Don't know / varies)	3.3%	34	0.0%	0	4.1%	1	2.0%	3	0.9%	1	4.1%	3	0.0%	0	3.3%	2	4.8%	2	4.6%	6	7.8%	5	4.0%	4	6.2%	8	1.3%	0
Weighted base:		1023		142		25		148		73		74		42		47		37		131		58		91		138		19
Sample:		1014		76		73		82		79		83		79		81		78		81		75		80		72		75

| ed, Wtd) |                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                              | Ne                                                                                                                                                                                                                                                                                                                                                                                                                           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    1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         5         1.3%         1         0.0%         0         0.0%         0         0.0%         0           3.1%         13         3.2%         2         0.0%         0         3.6%         2         17.3%         3           0.1%         1         0.0%         0         0.0%         &lt;</td><td>International and the series of the</td><td>Item is a straight of the straight of t</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Image: Probability of the second se</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%</td><td>Image: Province of the second secon</td><td>Image: Province of the second secon</td><td>Image: product of the second of the</td><td>Image: constrained by the co</td><td>Instrument of the second sec</td><td>Image: construct representation of the second sec</td><td>Ior Nexus Planning           Image: Instant of the line of the l</td><td>Image: product of the state of the</td><td>Image: product strate         Image: product strate</td><td>for Nexus Planning:         for Nexus Planning:         source is a state state is a state is a state is a state is a state</td><td>Image: proprior         For Nexus Planning         James 7 and 1 an</td></t<></td></t<> | Total         Zone 1           0.2%         1     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        0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.3%         1         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%           1.3%         5         1.3%         1         0.0%           27.7%         115         57.4%         45         9.7%           5.6%         23         1.3%         1         0.0%           3.1%         13         3.2%         2         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.0%         0         0.0%         0 <t< td=""><td>Total         Zone 1         Zone 2           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.3%         1         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           27.7%         115         57.4%         45         9.7%         1           5.6%         23         1.3%         1         0.0%         0           3.1%         13         3.2%         2         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         0         0.0%         0         &lt;</td><td>Total         Zone 1         Zone 2         Zone 1           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.3%         1         0.0%         0         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%         0         0.0%           1.3%         5         1.3%         1         0.0%         0         0.0%           27.7%         115         57.4%         45         9.7%         1         28.8%           3.1%         13         3.2%         2         0.0%         0         3.6%           0.1%         1         0.0%         0         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%</td><td>Total         Zone 1         Zone 2         Zone 3           ouy books, CDs, DVDs or stationery?           $0.2\%$         1         $1.3\%$         1         $0.0\%$         0         $0.0\%$         0           $0.3\%$         1         $0.0\%$         0         $0.0\%$         0         $0.0\%$         0           $0.4\%$         2         $1.3\%$         1         $0.0\%$         0         $0.0\%$         0           $1.3\%$         5         $1.3\%$         1         $0.0\%$         0         $0.0\%$         0           $27.7\%$ $115$ $57.4\%$ $45$ $9.7\%$         1         $28.8\%$         18           $3.1\%$         13         $3.2\%$         2         $0.0\%$         0         $0.0\%$         0           $0.1\%$         1         $0.0\%$         0         $0.0\%$</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or stationery?           $0.2\%$         1         $1.3\%$         1         $0.0\%$         0         $0.0\%$</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or stationery?           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.3%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         5         1.3%         1         0.0%         0         0.0%         0         0.0%         0           3.1%         13         3.2%         2         0.0%         0         3.6%         2         17.3%         3           0.1%         1         0.0%         0         0.0%         &lt;</td><td>International and the series of the</td><td>Item is a straight of the straight of t</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Image: Probability of the second se</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%</td><td>Image: Province of the second secon</td><td>Image: Province of the second secon</td><td>Image: product of the second of the</td><td>Image: constrained by the co</td><td>Instrument of the second sec</td><td>Image: construct representation of the second sec</td><td>Ior Nexus Planning           Image: Instant of the line of the 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  1           5.6%         23         1.3%         1         0.0%         0           3.1%         13         3.2%         2         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         0         0.0%         0         < | Total         Zone 1         Zone 2         Zone 1           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.3%         1         0.0%         0         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%         0         0.0%           1.3%         5         1.3%         1         0.0%         0         0.0%           27.7%         115         57.4%         45         9.7%         1         28.8%           3.1%         13         3.2%         2         0.0%         0         3.6%           0.1%         1         0.0%         0         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0% | Total         Zone 1         Zone 2         Zone 3           ouy books, CDs, DVDs or stationery? $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.0\%$ 0 $0.4\%$ 2 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $1.3\%$ 5 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $27.7\%$ $115$ $57.4\%$ $45$ $9.7\%$ 1 $28.8\%$ 18 $3.1\%$ 13 $3.2\%$ 2 $0.0\%$ 0 $0.0\%$ 0 $0.1\%$ 1 $0.0\%$ 0 $0.0\%$ | Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or 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        1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         5         1.3%         1         0.0%         0         0.0%         0         0.0%         0           3.1%         13         3.2%         2         0.0%         0         3.6%         2         17.3%         3           0.1%         1         0.0%         0         0.0%         < | International and the series of the | Item is a straight of the straight of t | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 | Image: Probability of the second se | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%    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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	_
Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	1.3%	6	0.0%	0	0.0%	0	7.5%	5	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Shopping Village, Stone Road, Trentham Zone 4 - Stoke-on-Trent	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre Zone 5 - Staffordshire Moorlands	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Stoke-on-Trent	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre Zone 6 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alexandra Retail Park, Tunstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre Zone 7 -	1.6%	7	0.0%	0	1.8%	0	0.0%	0	0.0%	0	9.1%	3	15.7%	2	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L yme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	3.7%	15	0.0%	0	1.8%	0	10.1%	6	0.0%	0	2.1%	1	5.2%	1	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre Sainsbury's, Wharf Road, Biddulph	0.6% 0.2%	2 1	0.0% 0.0%	0 0	15.6% 4.3%	2 1	0.0% 0.0%	0 0																				
Zone 8 - Stoke-on-Trent Brindley Ford Local Centre Zone 9 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorlands Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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by Zone (Nulls & SFT Filtered, Wtd)

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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by Zone (Nulls & SF1 Filter	ea, wia)			TAC	. w cas	uc-	unuci		e e							1 a	nu Lu	bu		uj							Page	: 54
Weighted:										fo	r Nexu	is l	Plann	ing	5												August 2	:018
	Total	l	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Cheadle Town Centre	1.7%	7	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		13.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons, Sun Street, Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Churnet Way, Leek	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Leek Town Centre Zone 10 - Stafford	4.6%	19	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0	7.4%	2	4.3%	1	29.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Eccleshall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	
Stone Town Centre Zone 11 - Cheshire East	1.6%	7	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Alsager Town Centre	0.6%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	0.0%	
Congleton Town Centre	2.0%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0%	0	0.0%	0	20.8%	5	0.0%	0	0.0%	
Tesco Superstore, Barn	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	
Road, Congleton																												
Zone 12 -																												
Newcastle-under-L																												
yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Morrisons, Goose Street, Newcastle-under-Lyme	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-Lyme Town Centre	10.1%	42	3.0%	2	52.3%	6	4.1%	3	19.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	27	6.0%	
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	
Wolstanton	2.3%	9	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	7.4%	4	0.0%	
Wolstanton Retail Park,	0.8%	3	0.0%	0		0	0.0%	0		0	0.0%	0	2.6%	0	0.0%	0		1		0	0.0%	0	0.0%	0	2.6%	2	0.0%	
Queensway, Newcastle-under-Lyme	,.	-	,.	÷		÷	,.	Ĩ			,.	Ĩ	,.	÷	,.			-	,.		,.	Ū	,.	÷	,	_	,	
Zone 13 - Newcastle-under-L																												
yme Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ashbourne Town Centre	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cannock Town Centre	0.3%	1	0.0%			0		0		0		0		0		0				1				0		0		
Cannock Town Centre Cheshire Oaks, Ellesmere Port	0.4% 0.6%	2	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 8.5%	2	0.0% 0.0%	0	0.0% 0.0%	0		0 0		0	8.6% 0.0%	2 0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	
Chester City Centre	0.2%	1	0.0%	0	1.8%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Crewe Town Centre	0.2%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 7.8%	2	0.0%	0		0	0.0%	0	5.9%	1	0.0%	0	0.0%	
Derby City Centre	1.3%	5	0.0%		0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		4	0.0%	0	0.0%	0	0.0%	0	0.0%	
Derby City Centre	1.570	5	0.070	0	0.070	0	2.070	4	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	4	0.070	U	0.070	0	0.070	0	0.070	

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

Weighted:										foi	r Nexu	<b>1</b> S ]	Plann	ing	5												August	2018
	Tota	1	Zone	L	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	)	Zone 1	l	Zone 12	2	Zone	13
Macclesfield Town Centre Manchester City Centre	0.9% 1.5%	4	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 12.6%	02	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.7%	0 1	0.0% 2.2%	0 0	0.0% 3.9%	02	0.0% 0.0%	0	0.070	4 0	0.0% 1.8%	01	0.0%	0 0
Market Drayton Town Centre Morrisons, Maer Lane, Market Drayton	0.6% 0.2%	3 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.9% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%		33.5% 10.5%	2 1
Nantwich Town Centre Sandbach Town Centre Shrewsbury Town Centre Stafford Town Centre Telford Town Centre Trafford Centre, Manchester Uttoxeter Town Centre Abroad Other, outside study area	0.4% 0.2% 0.1% 2.8% 0.4% 0.4% 0.3% 3.0% 0.5%	$2 \\ 1 \\ 0 \\ 11 \\ 2 \\ 2 \\ 1 \\ 12 \\ 2$	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 1.3\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 5.1\% \\ 0.0\% \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 4 \\ 0 \end{array}$	12.9% 0.0% 0.0% 0.0% 1.8% 0.0% 0.0% 6.4%	$     \begin{array}{c}       2 \\       0 \\       0 \\       0 \\       0 \\       0 \\       0 \\       0 \\       1     \end{array} $	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 4.3\% \\ 2.2\% \end{array}$	0 0 0 0 0 0 0 1 0	0.0% 0.0% 0.0% 0.0% 2.5% 2.2% 6.1% 0.0%	$     \begin{array}{c}       0 \\       0 \\       0 \\       0 \\       1 \\       1 \\       3 \\       0     \end{array} $	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 42.9\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	0 0 9 0 0 0 0 0 0 0	4.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 0 0 0 0 0 0 0	0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 7.4% 0.0%	$     \begin{array}{c}       0 \\       0 \\       0 \\       0 \\       0 \\       4 \\       0     \end{array} $	0.0% 3.8% 3.8% 15.6% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0 0 0
Weighted base: Sample:		414 404		78 42		12 40		63 36		18 23		29 35		14 22		20 29		15 37		53 34		21 26		24 22		60 31		6 27

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	er-L	yme a				on-Tre Plann			l a	nd Lei	isu	re Stu	ldy							Page August 2	
	Total		Zone	1	Zone 2		Zone	3	Zone 4	l	Zone 5	;	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q23 Where did you last b Excl. Nulls & SFT	ouy smal	l hou	sehold	goods	s such as	s hor	ne furni	shing	s, clock	s, jev	vellery, g	lass	and chin	a ite	ms?													
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Sesco Extra, Clough Street, Hanley	0.0% 0.3%	0 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.1%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.7%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	
he Range, City Road, Stoke-on-Trent	1.1%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	
entury Retail Park, Etruria Road, Stoke-on-Trent	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
enton Town Centre estival Heights Retail Park, Greyhound Way,	5.7% 1.1%	31 6	11.9% 0.0%	11 0	1.9% 0.0%	0 0	13.7% 1.5%	11 1	0.0% 2.2%	0 1	0.0% 0.0%	0 0	5.4% 1.7%	1 0	4.6% 1.9%	1 0	1.7% 0.0%	0 0	3.5% 1.6%	2 1	0.0% 0.0%	0 0	0.0% 1.5%	0 1	6.5% 2.1%	4 1	0.0% 0.0%	
Stoke-on-Trent estival Retail Park, Ridge House Drive, Stoke-on-Trent	5.5%	30	6.7%	6	1.9%	0	0.0%	0	14.5%	5	8.4%	2	5.6%	1	14.0%	3	16.7%	3	3.2%	2	0.0%	0	3.9%	2	6.4%	4	0.0%	
anley Town Centre tu Potteries Shopping Centre, City Centre (Hanley)	14.2% 2.9%	77 16	24.3% 0.0%	22 0	4.7% 0.0%	1 0	18.3% 1.9%	14 1	9.9% 7.6%		16.1% 2.7%		12.2% 20.4%	3 5	9.7% 6.7%	2 1	11.4% 0.0%		18.6% 3.2%	13 2	3.5% 1.7%	1 1	1.2% 0.0%	1 0	15.0% 2.1%	10 1	2.9% 3.6%	
Ctagon Retail Park, Etruria Road, Stoke-on-Trent	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
avenside Retail Park, Victoria Road, Fenton	1.6%	9	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	6.1%	4	0.0%	0	0.0%	
oke-upon-Trent Town Centre	4.6%	25	8.5%	8	9.9%	1	0.0%	0	12.4%	4	19.9%	6	0.0%	0	4.6%	1	0.0%	0	1.9%	1	0.0%	0	6.4%	4	0.0%	0	0.0%	
/ictoria Road Retail Park, Fenton one 2 - Newcastle-under-L	2.7%	15	11.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	3.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
yme udley one 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lythe Bridge Village Centre one 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lurton District Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ongton Retail Park, Longton	1.3%	7	0.0%	0	0.0%	0	1.9%	1	4.4%	2	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	6.5%	4	0.0%	
ongton Town Centre Ieir Retail Park, Uttoxeter Road, Meir	6.3% 1.7%	34 9	17.3% 0.0%	16 0	0.0% 0.0%		19.8% 11.5%	15 9	4.7% 0.0%	2 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.4% 0.0%	2 0	0.0% 0.0%	
Aeir Town Centre hoenix Retail Park, Longton Cone 4 -	0.2% 0.3%	1 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.5%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.6% 0.0%	1 0	0.0% 1.7%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	•		l Stok r Nexu					l ai	nd Lei	isu	re Stu	ıdy	,						Page August 2	
	Total		Zone 1		Zone 2		Zone 3	5	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1.	3
Newcastle-under-L vme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent Zone 4 - Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	2.1%	1	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.7%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trent Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	0.4%	2	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	2.1%	1	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	0.4%	2	0.0%	0	10.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Edge Zone 5 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	5.6%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Norton Local Centre Zone 6 - Stoke-on-Trent	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0
Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	2.1%	1		0	0.0%	0	0.0%	0	,.	0	0.0%	0		0	0.0%	0	0.0%	0
Tunstall Town Centre Zone 7 -	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	27.6%	7	11.8%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L yme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	1	2.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:										fo	r Nexu	<b>1</b> S ]	Planni	ing	5												August 20	18
	Total		Zone 1		Zone 2		Zone 3	1	Zone 4	1	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre Sainsbury's, Wharf Road, Biddulph	0.7% 0.4%	4 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 7.9%	0 2		4 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	1.3%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00 / 0	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cheddleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Leek Town Centre Zone 10 - Stafford	3.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%		11.4%	3	0.0%	0	0.0%	0			20.2%	14	0.0%	0		3	0.0%	0	0.0%	0
Aldi, Stafford Road, Stone Stone Town Centre Zone 11 - Cheshire East	0.0% 0.5%	0 3	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%		0.0% 0.0%	0 0	0.0% 8.9%	0 3	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Congleton Retail Park, Congleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0
Congleton Town Centre Zone 12 - Newcastle-under-L	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	20.5%	12	0.0%	0	0.0%	0
yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	8.0%	43	1.1%	1	28.6%	3	4.0%	3	12.5%	4	2.1%	1	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	1.7%	1	43.8%	28	0.0%	0
Wolstanton	1.2%	7	0.0%	0	0.0%	0	3.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme Zone 13 -	2.4%	13	4.4%	4	5.5%	1	0.0%	0	7.3%	3	2.1%	1	0.0%	0	4.3%	1	3.4%	1	1.3%	1	1.4%	0	0.0%	0	2.4%	2	9.8%	1
Newcastle-under-L yme																												
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakewell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.2%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	4.7%	3	0.0%	0	0.0%	0
Cheshire Oaks, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Crewe Town Centre	2.0%	11	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	10	0.0%	0	0.0%	0

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

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Weighted:										fo	r Nex	us	Plann	ing	5												August 2	2018
	Tota	ıl	Zone 1	l	Zone	2	Zone 3	3	Zone 4		Zone 5	5	Zone (	6	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	3
Derby City Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park (IKEA), Wednesbury	1.5%	8	1.4%	1	0.0%	0	1.9%	1	6.4%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	2.4%	13	4.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.5%	4	0.0%	0
Giltbrook Retail Park (IKEA), Nottingham	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Junction Retail Park, Crewe	0.2%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0	3.6%	0
Handforth Dean Retail Park, Wilmslow	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.3%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.6%	2	1.4%	0	4.6%	3	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.9%	1	5.4%	1	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	2
Nantwich Town Centre	0.1%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		11.2%	1
Queens Retail Park, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlewich Road, Nantwich	0.1%	0	0.0%	0	2.7%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0		0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	6	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1
Tesco Extra, Newport Road, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.9%	1	1.7%	1	1.7%	1	0.0%	0	3.6%	0
Uttoxeter Town Centre	1.6%	9	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	7.2%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Walgherton Village Centre	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	6	0.0%	0	0.0%	0	2.1%	2	2.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Other, outside study area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.5%	0	0.0%	0	1.7%	1	0.0%	0	2.1%	1	0.0%	0
Weighted base: Sample:		541 508		91 45		11 32		78 46		35 37		28 31		26 45		20 38		19 39		71 49		32 45		60 45		64 33		6 23

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	anc	l Stok	ke-0	n-Tre	ent	Retai	l a	nd Lei	isu	re Stu	ıdy	•						Page	e 60
Weighted:										fo	r Nex	us ]	Plann	ing	5												August 2	018
	Total		Zone	1	Zone 2		Zone	3	Zone 4	ļ	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q24 Where did you last b Excl. Nulls & SFT	ouy good	ds su	ch as to	ys, ga	imes, bio	ycle	s and re	creat	tional go	ods?	2																	
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.0% 0.2%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 2.9%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0		
Sainsbury's, Etruria Road, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	
Tesco Extra, Clough Street, Hanley	1.0%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Century Retail Park, Etruria Road, Stoke-on-Trent	1.1%	4	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0	,.	0	0.0%	0		0	9.5%	4	,.	
Fenton Town Centre Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	3.8% 1.5%	15 6	16.5% 1.9%	11 1	3.9% 7.2%	0 1	2.3% 0.0%	1 0	1.9% 2.7%	1 1	2.5% 0.0%	1 0		0 0	0.0% 2.5%	0 1		0 0		1 2	0.0% 2.5%	0 1		0 0	0.0% 0.0%	0 0		
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	12.1%	49	9.4%	6	5.4%	0	4.5%		10.2%		43.2%	13	9.4%	1	23.8%		26.7%		17.9%	9	0.0%	0		0	8.6%	4	0.0%	
Hanley Town Centre Intu Potteries Shopping Centre, City Centre (Hanley)	8.5% 2.6%	34 10	14.2% 1.5%	10 1	3.9% 11.2%	0 1	4.7% 0.0%	3 0	9.8% 9.8%		13.9% 0.0%	4 0	14.3% 9.2%	2 1	22.9% 4.0%	5 1	0.0% 3.2%	0 0	6.4% 2.5%	3 1	4.5% 0.0%	1 0	0.0% 0.0%	0 0	5.5% 3.1%	2 1	2.5% 3.2%	
Ravenside Retail Park, Victoria Road, Fenton	1.9%	8	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	
Stoke-upon-Trent Town Centre Zone 2 - Newcastle-under-L	2.4%	10	2.2%	1	0.0%	0	0.0%	0	7.0%	2	16.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
yme Audley Zone 3 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Moorlands Blythe Bridge Village Centre Zone 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fesco Extra, Baths Road, Longton	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0		0		0		0		0		0	0.0%	0		0	0.0%	0		
Fesco Superstore, Lysander Road, Meir	1.1%	5	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longton Exchange Shopping Centre, Longton	1.5%	6	0.0%	0	0.0%	0	1.9%	1		1	0.0%	0		0	0.0%	0		0		4	0.0%	0		0	0.0%	0		
Longton Retail Park, Longton	6.2%		15.9%	11	0.0%		11.3%	7		1		1		0	1.8%	0		0		4	5.0%	1		0	0.0%	0		
Longton Town Centre	14.6% 0.4%	59 2	17.0% 0.0%	11 0	0.0% 0.0%	0	35.5% 0.0%	22 0	29.5% 0.0%	8 0		2 0	3.3% 0.0%	1	5.1% 0.0%	1		0	, , .	5 0	0.0% 0.0%	0 0		2 0	13.1% 3.5%	6 2	0.0% 0.0%	(
Meir Retail Park, Uttoxeter	0.4%	2	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	5.5%	2	0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	r-L	•				on-Tre Planni			l ai	nd Lei	su	re Stu	dy	7						Page August 2	
	Total	l	Zone 1		Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	.3
Road, Meir																												
Phoenix Retail Park, Longton	6.0%	24	8.2%	6	0.0%	0	16.1%	10	4.8%	I	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	10.0%	4	0.0%	0
Zone 4 - Newcastle-under-L vme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent Zone 4 - Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road,	1.1%	5	5.9%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	0.7%	3	0.0%	0	0.0%	0	2.3%	1	2.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre Zone 6 - Stoke-on-Trent	0.4%	2	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre Zone 7 - Newcastle-under-L	2.5%	10	1.5%	1	2.7%	0	0.0%	0	0.0%	0	2.9%	1	33.4%	5	11.5%	2	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>yme</b> Aldi, Liverpool Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Freeport Talke Outlet Mall, Pit Lane, Talke Pits	2.2%	9	0.0%	0	11.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.5%	0	0.0%	0	0.0%	0	2.5%	1	9.5%	4	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor Biddulph Town Centre	0.5% 1.7%	2 7	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	2.1	1 0	0.0% 0.0%	0 0	3.6% 47.5%	0 6	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	$\begin{array}{c} 0 \\ 0 \end{array}$

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

Weighted:										foi	r Nexu	IS ]	Planni	ing	5												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Sainsbury's, Wharf Road, Biddulph Zone 8 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Haywood Street, Leek Sainsbury's, Churnet Way, Leek	0.0% 0.1%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.2%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0		0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	
Leek Town Centre Zone 10 - Stafford	4.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.6%	0	29.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Stafford Road, Stone Stone Town Centre Zone 11 - Cheshire East	0.1% 1.6%	0 7	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.0% 29.2%	0 7		0 0	0.0% 0.0%	0 0	0.0% 0.0%	
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Congleton Retail Park, Congleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	
Congleton Town Centre Zone 12 - Newcastle-under-L	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	7	0.0%	0	0.0%	
yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
Newcastle-under-Lyme Town Centre	3.3%	13	0.0%	0	14.7%	1	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	18.6%	8	2.5%	
Wolstanton Wolstanton Retail Park, Queensway, Newcastle-under-Lyme <b>Zone 13 -</b>	1.5% 0.1%	6 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	5.7% 0.0%	2 0	0.0% 0.0%	0 0	0.0% 2.2%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	10.0% 0.0%	4 0	0.0% 0.0%	
Newcastle-under-L yme	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	0		0	0.0%	0	0.0%	
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Birmingham City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	
Bridgemere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	
Chester City Centre	0.1%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Crewe Town Centre	2.6%	11	0.0%		21.2%	2 0	1.9%	1	1.9%	1	0.0%	0	3.3% 0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		7	0.0%	0	2.5% 0.0%	
Derby City Centre	0.3% 0.3%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0 0	2.2% 0.0%	1	0.0% 5.6%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0%	
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 2.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6% 0.0%	1	0.0%	0	0.0%	0	0.0%	
Glossop Town Centre Grand Junction Retail Park, Crewe	0.1%	2	0.0% 0.0%	0	0.0% 3.4%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	2.4% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 6.6%	2	0.0% 0.0%	0	0.0%	
Greyfriars Place Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	
Macclesfield Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	2.5%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	

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

Weighted:									-	foi	r Nex	us ]	Plann	ing	5					•							August 2	.018
	Total		Zone 1		Zone 2	2	Zone 3	5	Zone 4		Zone 5	;	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 1		Zone 12		Zone 1	3
Market Drayton Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	2
Newport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1
Sandbach Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1
Stafford Town Centre	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	8	0.0%	0	2.4%	1	0.0%	0
Sundorne Retail Park, Battefield Road, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Telford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Trafford Centre, Manchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Other, outside study area	0.4%	2	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Weighted base: Sample:		400 347		68 32		8 22		62 33		28 30		30 27		15 26		22 31		13 24		53 32		22 27		29 21		44 20		7 22

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	wcas	tle-	unde	er-L	yme	anc	l Stok	<b>ke-0</b>	n-Tre	ent	Retai	l ai	nd Lei	isu	re Stu	ıdy	7						Page	e 64
Weighted:									-				Plann							-							August 2	2018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Q25 Where did you last b Excl. Nulls & SFT	ouy cher	nist g	joods (i	ncludi	ng healt	th and	d beauty	/ proc	lucts)?																			
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0% 0.2%	0 2	0.0% 0.0%		0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0	0.0% 0.0%	(
Baddeley Green	1.3%	13	7.3%	10	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Bentilee Local Centre	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Cross Local Centre	0.3%	3	0.7%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Milton Local Centre	0.5%	5	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Etruria Road, Stoke-on-Trent	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	(
Tesco Extra, Clough Street, Hanley	0.5%	5		5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Fenton Town Centre	1.4%	15	5.0%	7	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	(
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.4%	5	2.2%	3	3.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Festival Retail Park, Ridge House Drive,	5.2%	55	13.6%	19	0.0%	0	0.8%	1	9.1%	7	13.9%	7	2.8%	1	5.7%	3	5.2%	2	5.2%	7	0.9%	1	1.1%	1	3.0%	5	0.9%	C
Stoke-on-Trent	11.00/	115	21.00/	15	0.00/	0	11.00/	17	20.20/	1.5	1 < 00/	0	0.00/		0 404	1	6.601	~	0.70	10	0.00/	0	0.10/	2	0 604		0.70	
Hanley Town Centre Intu Potteries Shopping Centre, City Centre	11.0% 0.9%	115	31.9% 0.0%	45 0	0.0% 0.0%	0	11.9% 0.0%	17 0	20.3% 3.7%	15 3		9 0	8.3% 3.1%	4 1	2.4% 2.8%	1 2	6.6% 1.0%	3 0	9.7% 0.0%	13 0	0.0% 2.9%	0 2		3 0	3.6% 0.8%	6 1	0.7% 0.9%	C C
(Hanley)																												
Stoke-upon-Trent Town Centre	3.7%	39	5.4%	8	0.8%	0	1.8%	3	17.9%	13	14.0%	8	8.2%	4	0.0%	0	0.0%	0	0.7%	1	1.8%	1	1.9%	2	0.0%	0	0.0%	0
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Zone 2 - Newcastle-under-L yme																												
Audley	0.2%	2	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Madeley Zone 3 - Staffordshire	0.2%	2	0.0%	0		2	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	C
Moorlands																												
Blythe Bridge Village Centre	0.7%	8	0.0%	0		0	5.4%	8	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	(
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Zone 3 - Stoke-on-Trent	0.10/	1	0.00/	0	0.00/	0	0.80/	1	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Blurton District Centre Tesco Extra, Baths Road,	0.1% 0.6%	1 7	0.0% 2.8%	4	0.0% 0.0%	0	0.8% 1.8%	3	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0
Longton Tesco Superstore, Lysander Road, Meir	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Longton Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**a**.

by Zone	(Nulls	& SF	T Filtered	, Wtd)
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Weighted:										foi	r Nexu	is l	Plann	ing	Ş												August 2	018
	Total		Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Longton																												
Longton Town Centre	7.9%	82	15.8%	22	0.0%		37.9%	55	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	3	0.0%	(
Meir Retail Park, Uttoxeter Road, Meir	2.6%	27	0.0%	0	0.0%	0	17.2%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	(
Meir Town Centre Zone 4 -	1.3%	14	3.0%	4	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Newcastle-under-L yme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Trentham Gardens, Trentham Estate, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Road, Stoke-on-Trent Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Stanley Matthews Way, Trentham	0.3%	4	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	(
Hanford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Hartshill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.5%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Trent Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Trentham Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	(
Springfields Retail Park, Newcastle Road,	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Stoke-on-Trent Zone 5 - Staffordshire Moorlands																												
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Scotia Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Bradeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Burslem Town Centre	0.7%	7	0.0%	Ő	0.0%	Õ	1.0%	1	0.0%	0	3.9%	2	5.2%	2	0.0%	Õ	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	(
Norton Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	C
Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Chell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Express, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

by Zone (Nulls & SFT Filtered	I, Wtd)
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Weighted:										fo	r Nexu	<b>1</b> S ]	Plann	ing	5												August	2018
	Tota	I	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone	13
Congleton																												
Alsager Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	13	0.0%	0	0.0%	(
Asda, Lawton Road, Alsager	0.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	(
Congleton Retail Park, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	(
Congleton Town Centre Tesco Superstore, Barn Road, Congleton	4.4% 0.1%	47 1	0.0% 0.0%	0 0		0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.0% 0.0%	2 0	8.4% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	46.1% 1.1%	41 1	0.0% 0.0%	0 0	0.0% 0.0%	(
Zone 12 - Newcastle-under-L																												
yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		C
Bradwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	(
Chesterton	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Clayton	0.3%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Clayton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Milehouse Local Centre	0.6%	6	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	0.1%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	C
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.1%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Newcastle-under-Lyme Town Centre	10.7%	112	0.0%	0	37.6%	9	2.1%	3	19.9%	15	2.2%	1	0.8%	0	2.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	49.4%	79	4.7%	1
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	2.2%	23	0.7%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	2	12.4%	20	0.0%	C
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.0%	11	0.0%	0		0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0
Zone 13 -																												
Newcastle-under-L yme																												
Ashley Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	(
Loggerheads Village Centre Outside Study Area	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.9%	1	0.0%	0	0.0%	0		1
Asda, Queensway, Stafford	0.2%	2	0.0%	0	0.0.0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	(
Asda, Victoria Centre, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ashbourne Town Centre	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Cheshire Oaks, Ellesmere Port	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	1.0%	1	0.0%	0	0.0%	(
Chester City Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	(
Crewe Town Centre Grand Junction Retail Park, Crewe	0.8% 0.3%	8 3	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	3.4% 2.9%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	5.8% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	4.8% 2.9%	4 3	0.0% 0.0%	0 0	0.0% 0.0%	C C

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

Weighted:									-	foi	r Nexi	us l	Planni	ing	5					•							August	2018
	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	l	Zone 1	2	Zone	13
Lyme Green Retail Park, Brindley Way, Macclesfield	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	2.0%	21	0.0%	0	4.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	2	67.9%	16
Morrisons, Maer Lane, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Nantwich Town Centre	0.2%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.8%	2
Queens Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Stafford Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	10	0.0%	0	2.8%	4	0.0%	0
Telford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	3	0.0%	0	0.0%	0	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.4%	4	0.7%	1	1.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1046		142		25		144		75		54		45		53		42		130		63		90		160		23
Sample:		1059		78		73		81		77		64		81		91		83		87		88		79		84		93

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)	)		Ne	ewcas	tle-	unde	r-L	yme				on-Tro Plann			l a	nd Lei	isu	re Stu	ıdy	7						Pag August 2	
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	.3
Q26 Where did you last b Excl. Nulls & SFT	ouy elec	trical	items, s	uch a	is televis	sions	, washin	ıg ma	ichines a	and c	ompute	rs?																
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Sainsbury's, Etruria Road, Stoke-on-Trent	$0.0\% \\ 0.1\%$	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 1.5%	0 1		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0		(
Century Retail Park, Etruria Road. Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Fenton Town Centre	0.6%	4	1.0%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	4.9%	33	1.0%	1	10.6%	2	0.0%	0	0.0%	0	2.1%	1	10.5%	3	14.7%	5	3.2%	1	7.0%	6	6.5%	3	1.7%	1	10.8%	10	1.5%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	31.9%	214	39.6%	41	35.3%	5	3.5%	3	26.8%	12	54.6%	22	51.5%	16	32.6%	12	28.4%	7	37.8%	32	2.5%	1	13.7%	7	56.0%	54	15.6%	2
Hanley Town Centre	5.3%	35	3.4%	4	7.1%	1	5.1%	5	18.9%	9	14.7%	6	4.1%	1	2.5%	1	3.2%	1	7.7%	7	0.0%	0	1.7%	1	0.0%	0	9.2%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	1.7%	11	0.0%	0		0	0.0%	0		3	0.0%	0		1	0.0%	0		0		1	4.6%	2		0	4.6%	4		Ċ
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.5%	0
Ravenside Retail Park, Victoria Road, Fenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-upon-Trent Town Centre	2.4%	16	5.1%	5	0.0%	0	7.0%	6	5.0%	2	1.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Road Retail Park, Fenton <b>Zone 2 -</b>	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L																												
yme																												
Audley	0.1%	1	0.0%	0		0	0.0%	0		0	0.0%	0		0		1	0.0%	0		0	0.0%	0		0	0.0%	0		0
Madeley Zone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Blythe Bridge Village Centre Zone 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	0.4%	3	1.2%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Longton Retail Park, Longton	5.6%	38	15.2%	16	0.0%	0	21.6%	19	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Longton Town Centre	7.2%	48	21.2%	22	0.0%	0	18.0%	16	15.5%	7	4.0%	2		0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		C
Meir Retail Park, Uttoxeter Road, Meir	2.2%	15	0.0%	0	0.0%	0	16.5%	15	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Meir Town Centre	0.8%	6	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	= -= / *	2	0.0%	0		1	0.0%	0	0.0%	0
Phoenix Retail Park, Longton	3.3%	22	1.2%	1	0.0%	0	16.7%	15	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	0.0%	0	0.0%	0	1.8%	0

TotalZone 4 - Newcastle-under-L ymeEtruria Way Retail Park, Stoke-on-Trent0.2% Stoke-on-TrentZone 4 - StaffordTrentham Estate, Stone Road, Stoke-on-TrentZone 4 - Stoke-on-TrentAldi, Newcastle Road, Stoke-on-TrentAldi, Newcastle Road, Stoke-on-Trent0.0% Stoke-on-TrentZone 5 - Staffordshire Moorlands0.0% Stoke-on-TrentBrown Edge Zone 5 - Stoke-on-Trent0.0% Zone 5 - Stoke-on-TrentAsda, Scotia Road, Stoke-on-Trent0.0% Zone 6 - Stoke-on-TrentAlexandra Retail Park, Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall<	2 0 0 4 0 0 2	Zone 1 0.0% 0.0% 0.0% 0.0% 0.0%	0	Zone 2 0.0% 0.0% 0.0% 0.0%	0 0 0 0	Zone 3 0.0% 0.0% 0.0%	0 0 0 0	Zone 4 1.2% 0.0% 0.0%	1 0 0	Zone 5 1.5% 0.0%	1 0	<b>Zone 6</b> 0.0% 0.0%	0	Zone 7 0.0% 0.0%	0	<b>Zone 8</b> 1.9% 0.0%	0	Zone 9 0.0% 0.0%	0	Zone 10 0.0% 0.0%	0 0	Zone 11 0.0% 0.0%	0	Zone 12 0.0% 0.0%	0	Zone 13 0.0% 0.0%
Newcastle-under-L ymeEtruria Way Retail Park, Stoke-on-Trent0.2%Zone 4 - Stafford7Trentham Gardens, Road, Stoke-on-Trent0.0%Trentham Estate, Stone Road, Stoke-on-Trent0.0%Zone 4 - Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Brown Edge0.0%Stoke-on-Trent0.0%Alda, Scotia Road, Stoke-on-Trent0.0%Stoke-on-Trent0.0%Brown Edge0.0%Zone 5 - Staffordshire Moorlands0.0%Brown Edge0.0%Zone 5 - Stoke-on-Trent0.3%Asda, Scotia Road, Stoke-on-Trent0.0%Muslem Town Centre0.3%Zone 6 - Stoke-on-Trent3.7%Alexandra Retail Park, Tunstall0.0%Tunstall Town Centre3.7%Zone 7 - Newcastle-under-L yme3.7%Aldi, Liverpool Road, Kidsgrove0.0%Butt Lane Local Centre0.1%Freeport Talke Outlet Mall, Pit Lane, Talke Pits0.5%Kidsgrove Town Centre0.5%Talke Village Centre0.1%	0 0 4 0 0	0.0% 0.0% 3.9% 0.0%	0 0 4 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0	0.0%		0.0%	0				0											
Etruria Way Retail Park, Stoke-on-Trent0.2%Stoke-on-Trent0.0%Trentham Gardens, Road, Stoke-on-Trent0.0%Zone 4 - Stafford0.0%Trentham Estate, Stone Road, Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Tesco Superstore, Newcastle Moorlands0.6%Brown Edge Zone 5 - Staffordshire Moorlands0.0%Brown Edge Zone 5 - Stoke-on-Trent0.0%Adda, Scotia Road, Stoke-on-Trent0.0%Asda, Scotia Road, Stoke-on-Trent0.0%Alexandra Retail Park, Tunstall Tunstall Tunstall Tunstall Town Centre Town Centre Yme3.7%Aldi, Liverpool Road, Freeport Talke Outlet Mall, Pit Lane, Talke Pits Kidsgrove Town Centre0.1%Stidsgrove Town Centre Stuft Lane, Talke Pits0.5%Kidsgrove Town Centre Pit Lane, Talke Pits0.5%	0 0 4 0 0	0.0% 0.0% 3.9% 0.0%	0 0 4 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0	0.0%		0.0%	0				0											
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent0.0%Zone 4 - Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Stoke-on-Trent0.6%Road, Stoke-on-Trent0.6%Road, Stoke-on-Trent0.6%Zone 5 - Staffordshire Moorlands0.0%Brown Edge0.0%Zone 5 - Stoke-on-Trent0.0%Adda, Scotia Road, Stoke-on-Trent0.0%Burslem Town Centre0.3%Zone 6 - Stoke-on-Trent0.0%Alexandra Retail Park, Tunstall0.0%Tunstall Tunstall0.0%Mocrastle-under-L yme3.7%Aldi, Liverpool Road, Kidsgrove0.0%Butt Lane Local Centre0.1%Freeport Talke Outlet Mall, Pit Lane, Talke Pits0.5%Kidsgrove Town Centre0.5%Talke Village Centre0.1%	0 4 0 0	0.0% 3.9% 0.0% 0.0%	0 4 0	0.0% 0.0%	0	0.0%	0	0.0%				0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Newcastle Road,       0.0%         Stoke-on-Trent       0.6%         Road, Stoke-on-Trent       0.6%         Zone 5 - Staffordshire       0.6%         Moorlands       0.0%         Brown Edge       0.0%         Zone 5 - Stoke-on-Trent       0.0%         Asda, Scotia Road,       0.0%         Stoke-on-Trent       0.0%         Stoke-on-Trent       0.3%         Zone 6 - Stoke-on-Trent       0.0%         Alexandra Retail Park,       0.0%         Tunstall       0.0%         Tunstall Town Centre       3.7%         Zone 7 -       Newcastle-under-L         yme       0.0%         Kidsgrove       0.1%         Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits       Kidsgrove Town Centre         Kidsgrove Town Centre       0.5%         Talke Village Centre       0.1%	4 0 0	3.9% 0.0% 0.0%	4	0.0%	0				0	0.0%	0															
Fesco Superstore, Newcastle 0.6% Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands Brown Edge 0.0% Zone 5 - Stoke-on-Trent Asda, Scotia Road, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%	0	0.0% 0.0%	0		-	0.0%	0	0.0%		5.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brown Edge 0.0% Zone 5 - Stoke-on-Trent Asda, Scotia Road, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Tunstall Tunstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Talke Village Centre 0.1%	0	0.0%		0.0%	0			0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Scotia Road, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Tunstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Talke Village Centre 0.1%			0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%	2			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Funstall Town Centre       3.7%         Zone 7 -       Newcastle-under-L         yme          Aldi, Liverpool Road,       0.0%         Kidsgrove          Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits          Kidsgrove Town Centre       0.5%         Falke Village Centre       0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%	25	0.0%	0	4.2%	1	0.0%	0	0.0%	0	11.2%	4	23.0%	7	14.9%	6	4.9%	1	0.0%	0	0.0%	0	1.4%	1	5.5%	5	0.0%
Aldi, Liverpool Road,0.0%Kidsgrove8Butt Lane Local Centre0.1%Freeport Talke Outlet Mall,0.3%Pit Lane, Talke Pits6Kidsgrove Town Centre0.5%Falke Village Centre0.1%																										
Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits       0.5%         Kidsgrove Town Centre       0.5%         Falke Village Centre       0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pit Lane, Talke PitsKidsgrove Town Centre0.5%Calke Village Centre0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Falke Village Centre0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Zone 7 - Stoke-on-Trent	3 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 1.9%	0 1	0.0% 0.0%	0 0	9.2% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%
Packmoor Village Centre         0.0%           Zone 8 - Staffordshire         0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorlands         Biddulph Moor       0.3%         Biddulph Town Centre       1.5%         Zone 8 - Stoke-on-Trent       1.5%	2 10	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.2%	0 0	0.0% 0.0%	0 0	7.9% 39.8%	2 10	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%
Brindley Ford Local Centre 0.0% Zone 9 - Staffordshire Moorlands	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Haywood Street, Leek 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheadle Town Centre 0.7%		0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	3.3%	2	0.0%	0	
Werrington Village Centre0.1%Leek Town Centre2.2%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 1.5%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 16.9%	0 14	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.5% 0.0%

Weighted:										foi	r Nexu	<b>1</b> S ]	Plann	ing	Ş												August 2	018
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Zone 10 - Stafford																												
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Stone Town Centre Zone 11 - Cheshire East	1.3%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	16.7%	7	0.0%	0	0.0%	0	0.0%	(
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Alsager Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Congleton Town Centre Zone 12 -	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10	0.0%	0	0.0%	(
Newcastle-under-L yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons, Goose Street, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	(
Morrisons, Lower Milehouse Lane,	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	(
Newcastle-under-Lyme Newcastle-under-Lyme Town Centre	3.0%	20	1.0%	1	14.2%	2	0.0%	0	15.3%	7	1.5%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.7%	6	1.5%	(
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Wolstanton	0.7%	5	3.9%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Wolstanton Retail Park, Queensway,	0.9%	6	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	
Newcastle-under-Lyme Zone 13 -																												
Newcastle-under-L																												
yme Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Victoria Centre, Crewe	0.0%	0			1.4%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Crewe Town Centre	0.4%	3	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	(
Forge Retail Park, Colliers Way, Oldpark, Telford	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	Ő	0.0%	0	0.0%	0	7.8%	
Friary Retail Park, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	
Gemini Retail Park (IKEA), Warrington	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	2.1%	(
Grand Junction Retail Park, Crewe	1.1%	7	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	(
Greyfriars Place Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	(
Handforth Dean Retail Park, Wilmslow	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	(
John Lewis, Wilmslow Road, Cheadle	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.1%	0	6.7%	3	0.0%	0	1.5%	C

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

by Zone (Runs & SFT Filtere	.u, 111u)				i cub	~~~	anac		,			• •			LUUU					- G							1 46	50 /2
Weighted:										foi	r Nexi	us l	Plann	ing	5												August	2018
	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	Zone 1	2	Zone	13
Lyme Green Retail Park, Brindley Way, Macclesfield	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.5%	1	0.0%	0	20.2%	10	0.0%	0	0.0%	0
Macclesfield Town Centre Madford Retail Park, Stafford	1.0% 0.4%	7 3	0.0% 0.0%	0 0	1.4% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	1.8% 1.3%	2 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.5% 0.0%	1 0	0.0% 4.6%	0 2	7.4% 0.0%	$\begin{array}{c} 4\\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Manchester City Centre Market Drayton Town Centre	1.1% 1.0%	7 7	0.0% 0.0%	0 0	0.0% 2.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.1% 0.0%	1 0	0.0% 0.0%	0 0	1.5% 0.0%	1 0	0.0% 0.0%	0 0	6.4% 0.0%	5 0	0.0% 1.1%	0 0	0.0% 1.9%	0 1	0.0% 1.4%	0 1	2.1% 33.0%	0 4
Nantwich Town Centre Newport Town Centre Queens Retail Park, Stafford Rugeley Town Centre Sainsbury's, Middlewich	0.2% 0.0% 0.3% 0.2% 0.0%	2 0 2 1 0	0.0% 0.0% 0.0% 1.4% 0.0%	0 0 0 1 0	0.0% 0.0% 0.0% 0.0% 2.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 4.5% 0.0% 0.0%	0 0 2 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	1.6% 0.0% 0.0% 0.0%	2 0 0 0 0	0.0% 2.1% 0.0% 0.0% 0.0%	0 0 0 0
Road, Nantwich Sandbach Town Centre Stadium Retail Park, Crewe Stafford Town Centre Telford Town Centre Trafford Centre, Manchester Uttoxeter Town Centre Warrington Town Centre Other, outside study area	0.1% 0.3% 2.0% 0.1% 0.1% 0.8% 0.0% 0.4%	$     \begin{array}{c}       0 \\       2 \\       13 \\       1 \\       1 \\       5 \\       0 \\       3     \end{array} $	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 1.0\% \end{array}$	0 0 0 0 0 0 0	0.0% 1.4% 0.0% 0.0% 0.0% 2.0% 0.0% 1.4%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	$1.0\% \\ 4.1\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ $	0 2 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 5.8% 0.0% 1.1%	0 0 0 0 5 0	0.0% 0.0% 32.7% 0.0% 0.0% 0.0% 0.0% 1.4%	0 0 13 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 1.5% 1.5% 7.1% 2.1% 0.0% 1.5% 0.0%	0 0 1 0 0 0 0
Weighted base: Sample:	0.470	670 697	1.070	104 53	1.470	15 46	0.070	89 53	0.070	46 52	0.070	40 49	0.070	30 59	0.070	37 63	0.070	25 56	1.1 70	85 60	1.7/0	40 60	0.070	52 46	0.070	96 51	0.070	12 49

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	under	-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy							Page August 2	
	Tota	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q27 Where did you last b Excl. Nulls & SFT	buy DIY	or gar	dening g	good	s?																							
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Aldi, Leek New Road, Norton Retail Park,	0.0% 0.1%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.4%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Stoke-on-Trent Berryhill Trading Estate, Victoria Road, Fenton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Leek Road, Stoke-on-Trent	0.6%	5	1.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, City Road, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Retail Park, Etruria Road, Stoke-on-Trent Fenton Town Centre	0.7% 1.8%	6 17	0.8% 7.8%	1 10	0.0%	0	0.0% 3.9%	0 5	0.0% 0.9%	0	0.0% 0.0%	0	0.0% 1.2%	0	0.0% 0.0%	0	1.1% 1.1%	0	0.9% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	4	0.0% 0.0%	0 0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.7%	16	1.5%	2	1.2%	0	0.0%	0	2.0%	1	8.7%	5		1	0.0%	0		0	0.0%	0	3.4%	2	0.0%	0	2.5%	4	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	16.3%	152	31.0%	42	10.1%	2	3.7%	5	9.0%	6	48.6%	30	37.2%	14	11.5%	5	27.9%	9	10.9%	11	1.1%	1	2.3%	2	16.7%	26	2.3%	0
Hanley Town Centre	3.3%	31	14.4%	19	0.0%	0	1.2%	1	1.1%	1	4.8%	3	4.7%	2	0.9%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park, Victoria Road, Fenton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1		0	1.2%	1				1	0.0%	0		0	0.0%	0	0.0%	0
Stoke-upon-Trent Town Centre Victoria Road Retail Park,	2.1% 1.2%	19 11	1.0% 6.9%	1	1.0% 0.0%	0 0	0.0% 1.2%	0	13.9% 0.0%	10 0	0.0% 0.0%	0		3 0	2.3% 0.0%	1 0	0.0% 0.0%	0	1.1% 0.0%	1	3.2% 0.9%	2 0	1.2% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Fenton Zone 2 - Newcastle-under-L yme	1.2 /0	11	0.970	2	0.076	0	1.270	1	0.070	0	0.070	0	0.076	0	0.076	0	0.0%	0	0.070	0	0.970	0	0.070	0	0.076	0	0.070	0
Audley Madeley Zone 3 - Staffordshire Moorlands	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0												
Blythe Bridge Village Centre Forsbrook Village Centre Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent <b>Zone 3 - Stoke-on-Trent</b>	0.2% 0.2% 0.1%	2 1 1	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	1.3% 1.2% 0.0%	2 1 0	0.0% 0.0% 0.8%	0 0 1	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0												

by Zone (Nulls	s & SFT Filtere	d, Wtd)
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by Zone (Nulls & SF1 Filter	eu, wiu)			110	wcas	uc-	unuc	I - I	yme e						Ittai	I a		15u		uj	/						Page	74
Weighted:										foi	r Nexu	<b>IS</b> ]	Plann	ing	Ş												August 2	018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longton Retail Park, Longton	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longton Town Centre Meir Retail Park, Uttoxeter Road, Meir	1.6% 18.0%	15 168	8.6% 16.6%	12 22	0.0% 0.0%	0 0	2.4% 66.2%	3 81	0.8% 21.1%	1 15	0.0% 1.4%	0 1		0 0	0.0% 2.5%	0 1			0.0% 29.8%	0 31	0.0% 28.0%	0 14	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 9.0%	
Meir Town Centre Zone 4 -	1.8%	16	4.9%	7	0.0%	0	3.5%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	
Newcastle-under-L yme																												
Etruria Way Retail Park, Stoke-on-Trent	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	(
Road, Stoke-on-Trent Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		(
Trentham Local Centre	0.4%	4	0.0%	0	0.007.0	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.9%	1	0.0%	(
Springfields Retail Park, Newcastle Road,	0.9%	8	3.0%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	
Stoke-on-Trent Zone 5 - Staffordshire Moorlands																												
Brown Edge Zone 5 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Scotia Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stoke-on-Trent Burslem Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lidl, High Street, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	11.6%	4	6.1%	3	15.2%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	(
Sandyford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	(
Silverstone Crescent (Packmoor)	0.1%	1	0.0%		2.4%	1	0.0%	0	,.	0		0		0	0.0%	0			0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	(
Tunstall Town Centre Zone 7 -	1.7%	16	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.8%	4	19.1%	7	3.6%	2	6.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	C

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	yme a				on-Tre Plann			l a	nd Lei	isu	re Stu	ıdy	7						Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 13	5
Newcastle-under-L vme																												
Aldi, Liverpool Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Freeport Talke Outlet Mall, Pit Lane, Talke Pits	4.3%	40	0.0%	0	8.8%	2	0.0%	0	0.8%	1	0.0%	0	7.8%	3	24.7%	11	5.4%	2	0.0%	0	0.0%	0	8.2%	7	9.8%	15	1.4%	0
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	1.3%	12	0.0%	0	9.7%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	0	8.2%	4	1.5%	0	0.0%	0	0.0%	0	4.4%	4	0.9%	1	0.0%	0
Kidsgrove Town Centre Talke Village Centre <b>Zone 7 - Stoke-on-Trent</b>	0.5% 0.2%	4 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	9.7% 4.2%	4 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.3%	2	0.0%	Ő		Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0		õ		2	0.0%	Ő	0.0%	ŏ	0.0%	Ő		Ő	0.0%	Ő
Sainsbury's, Wharf Road, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent	0.44		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	4.4.67		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge End Garden Centre, Macclesfield Road, Leek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksons Nurseries, Tea Room & Farm Shop, Thorney Edge Road, Bagnall	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Barnfield Road, Leek	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		1	0.0%	0	0.0%		0.0%	0		0
Leek Town Centre Zone 10 - Stafford	3.7%	34	0.0%		0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0		0	0.0%		29.6%	31	0.0%	0	0.0%		0.0%	0	,.	0
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlaston	$0.1\% \\ 0.1\%$	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	1.1% 1.8%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Bury Bank Nurseries, Bury Bank, Stone																÷				0						Ū		
Eccleshall Town Centre Stone Town Centre	0.4% 0.5%	4 4	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0		0	0.0% 0.0%	0	0.0% 0.0%	0	7.2% 6.6%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Zone 11 - Cheshire East	0.5%	4	0.0%		0.0%	0	0.9%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	
Aldi, Mountbatten Way, Congleton								0												0								0
Astbury Congleton Retail Bark	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Congleton Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	U	0.0%	0

Weighted:										foi	r Nexu	ıs l	Plann	ing	5												August 2	:018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	3
Congleton																												
Congleton Town Centre	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	24.0%	20	0.0%	0	0.0%	(
Scholar Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Smith Farm, Congleton Road, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 12 - Newcastle-under-L																												
yme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Clayton	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	
Garners Garden Centre, Cemetery Road,	0.1%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Silverdale,																												
Newcastle-under-Lyme																								-				
Homebase, Brook Lane, Newcastle-under-Lyme	0.6%	6	0.0%	0	1.4%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-Lyme	8.3%	78	1.0%	1	18.0%	4	2.1%	3	23.2%	17	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.9%	0	0.9%	1	33.1%	51	0.0%	
Town Centre																												
Parkhouse Industrial Estate, Brookhouse Road,	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-Lyme																												
Silverdale Town Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	
Wolstanton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	2.9%	4	1.0%	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme Zone 13 -	4.6%	43	0.0%	0	2.4%	1	3.7%	5	0.0%	0	2.2%	1	2.2%	1	3.2%	1	3.0%	1	0.0%	0	0.0%	0	5.7%	5	18.6%	29	1.0%	
Newcastle-under-L yme																												
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
B&Q, Featherbed Lane, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.0%	
B&Q, Statham Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
B&Q, Weston Road, Crewe	0.4%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	
Bridgemere Village Centre	0.4%	3	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	
Crewe Town Centre	1.0%	10	0.0%		15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	
Dovefields Retail Park, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Friary Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	
Grand Junction Retail Park,	0.9%	8	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	(

					, u cub		unut	,ĭ <b>-</b> ∎∕	yme a				n-Tre Plann			ı al		ISU	ie Stu	iuy							Pag August 2	
	Total	l	Zone 1	1	Zone 2	2	Zone	3	Zone 4	l	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	l	Zone 1	2	Zone 1	.3
Crewe																												
Greyfriars Place Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, Towers Lawn, Cheshire Street, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Hough Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	1	8.0%	7	0.9%	1	0.0%	0
Macclesfield Town Centre	1.3%	12	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	6.8%	6	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	1.2%	11	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	58.1%	10
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Okells Garden Centre, Burton Road, Duddon, Tarporley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Queens Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0
Screwfix, Grey Friars' Place, Greyfriars, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0		0
Shrewsbury Town Centre Snedshill Trading Estate,	$0.0\% \\ 0.0\%$	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	$\begin{array}{c} 0\\ 0\end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	1.4% 1.4%	0 0
Holyhead Road, St George's, Telford																												
Stadium Retail Park, Crewe	0.6%	5	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Stafford Town Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		22.4%	11	0.0%	0	2.9%	4	0.0%	0
Telford Town Centre The Hough Retail Park,	0.1% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.9%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	2.8% 0.0%	0
Lichfield Road, Stafford																												
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Town Centre	0.1%	1 0	0.0% 0.0%	0 0	1.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	1.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 1.0%	0
Warrington Town Centre Waterside Business Park,	$0.0\% \\ 0.1\%$	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0% 0.0%	0 0
Clifton Road, Ashbourne	0.170	1	0.070	0	0.070	U	0.070	U	0.070	0	0.070	U	0.070	0	0.070	U	0.070	0	1.5/0	1	0.070	0	0.070	0	0.070	0	0.070	0
Wyevale Garden Centre, Nantwich	0.4%	3	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base: Sample:		932 910		135 69		21 65		123 68		71 73		61 66		37 68		44 75		31 65		104 68		50 71		83 69		153 80		17 73

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a				on-Tre Planni			l a	nd Lei	su	re Stu	ıdy	,						Page ' August 20	
	Total		Zone 1	L	Zone 2	2	Zone 3	;	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 13	
Q28 Where did you last b Excl. Nulls & SFT	ouy furni	ture,	carpets	and f	loor cov	ering	ls?																					
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baddeley Green	1.0%	6	7.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknall Local Centre	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Retail Park, Etruria	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Stoke-on-Trent																												
Fenton Town Centre	7.3%	43	29.9%	21	2.3%	0	9.1%	9	4.4%	2	1.7%	1	2.0%	0	1.1%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	7.9%	6	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.1%	13	3.5%	2	1.6%	0	1.5%	1	0.0%	0	2.1%	1	1.6%	0	3.3%	1	3.3%	1	3.4%	3	3.9%	1	0.0%	0	1.8%	1	1.5%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	11.3%	68	7.7%	5	8.1%	1	4.7%	5	15.3%	7	27.3%	10	31.7%	7	11.4%	4	23.6%	6	11.4%	10	4.2%	1	3.2%	2	13.9%	10	4.1%	0
Hanley Town Centre	8.5%	51	9.3%	7	5.2%	1	7.0%	7	9.5%	4	10.8%	4	5.9%	1	15.6%	5	6.8%	2	12.2%	11	4.6%	1	4.9%	3	5.7%	4	12.2%	1
Intu Potteries Shopping	1.1%	6	0.0%	0	0.0%	0	1.5%	1		0		0		1	2.8%	1		0		1	0.0%	0	1.8%	1	1.5%	1		0
Centre, City Centre (Hanley)	11170	0	01070	0	01070	Ũ	110 /0	-	01070	0	0.070	0		-	21070	-	0.070	Ū	110,0	-	01070	Ū	11070	-	11070		01070	0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	2.5%	15	3.3%	2	3.2%	0	1.7%	2	1.5%	1	2.1%	1	9.7%	2	6.1%	2	2.8%	1	1.5%	1	6.4%	2	0.0%	0	1.8%	1	1.9%	0
Ravenside Retail Park, Victoria Road, Fenton	1.7%	10	2.1%	1	2.0%	0	2.7%	3	1.5%	1	6.3%	2	3.7%	1	1.4%	0	1.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-upon-Trent Town Centre	5.9%	35	15.1%	11	2.0%	0	9.1%	9	16.0%	7	9.2%	3	4.3%	1	0.0%	0	3.5%	1	1.5%	1	3.9%	1	1.3%	1	0.0%	0	0.0%	0
Victoria Road Retail Park, Fenton	1.1%	6	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	1.6%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Zone 2 - Newcastle-under-L																												
yme																												
Audley Zone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge Village Centre Zone 3 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Blurton District Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.6%	4	0.0%	0	0.0%	0		3	0.0%	0		0		0	1.4%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0
Longton Town Centre	4.2%	25	1.4%	1	0.0%	0	15.2%	15	7.5%	3	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.2%	3	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	2.1%	12	0.0%	0	0.0%	0	6.9%	7	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		3	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre Zone 4 -	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-L yme																												
Etruria Way Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone	(Nulls a	& S	FT F	Filtered,	Wtd)
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Weighted:										foi	r Nexu	is l	Plann	ing	, ,												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Stoke-on-Trent Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent <b>Zone 4 - Stoke-on-Trent</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	1.5%	1	1.5%	0
Moorlands																												
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	1.5%	9	2.9%	2	0.0%	0	1.5%	1	1.2%	1	4.6%	2	8.4%	2	0.0%	0	2.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobridge Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.2%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	1	11.5%	3	6.2%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-L																												
<b>yme</b> Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.8%	3	5.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%		21.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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

Weighted:										foi	r Nexu	IS I	Planni	ng													August 2	018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	1	Zone 1	3
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Cheadle Town Centre	1.9%	11	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Endon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Werrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	(
Leek Town Centre Zone 10 - Stafford	6.1%	36	6.0%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	33.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Barlaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	C
Eccleshall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	C
Stone Town Centre Zone 11 - Cheshire East	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	5	0.0%	0	0.0%	0	0.0%	C
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Alsager Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	C
Congleton Retail Park, Congleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	C
Congleton Town Centre Zone 12 -	5.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	10.7%	3	0.0%	0	0.0%	0	40.2%	23	0.0%	0	0.0%	(
Newcastle-under-L																												
yme Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Chesterton	1.8%	11	1.8%	1	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0
Newcastle-under-Lyme Town Centre	5.4%	32	0.0%		16.2%	2	1.5%		14.8%	7	0.0%	0	0.0%	0	5.9%	2	3.3%	1	0.0%	0		0	1.6%		24.5%	18	3.4%	C
Wolstanton	1.2%	7	0.0%	0	3.8%	1	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.3%	1	5.0%	4	0.0%	0
Wolstanton Retail Park,	2.5%	15	2.1%	1	0.0%	0	4.6%	5	2.7%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	0	1.0%	1	0.0%	0	0.0%	0	7.6%	6	0.0%	(
Queensway, Newcastle-under-Lyme																												
Zone 13 - Newcastle-under-L																												
yme Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		(
Chester City Centre	0.0%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.010	0	1.3%	1	0.0%	0	1.5%	(
Crewe Town Centre	1.2%	7	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0		0	9.8%	6	0.0%	0	0.0%	(
Gallagher Retail Park (IKEA), Wednesbury	1.4%	8	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	5.8%	4	0.0%	(
Gemini Retail Park (IKEA), Warrington	1.3%	8	2.1%	1	0.0%	0	4.9%	5	0.0%	0	0.0%	0	2.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Giltbrook Retail Park (IKEA), Nottingham	0.9%	6	5.7%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a							i <b>l a</b> i	nd Le	isu	re Stu	ıdy	,						Pag	e 81
Weighted:										<b>fo</b> 1	r Nex	us	Plann	ung	5												August	2018
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	l	Zone	5	Zone 6	6	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	13
Grand Junction Retail Park, Crewe	1.7%	10	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	13.4%	8	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.2%	0
John Lewis, Wilmslow Road. Cheadle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Industrial Estate, Longford Road, Cannock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	2.3%	14	0.0%	0	2.0%	0	3.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	4.8%	4	0.0%	0	6.8%	4	2.1%	2	0.0%	0
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Market Drayton Town Centre	1.1%	6	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.5%	1	40.6%	5
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.3%	2	0.0%	0	14.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Queens Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Stadium Retail Park, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stafford Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	6	0.0%	0	1.8%	1	1.5%	0
Telford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
The Junction Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Uttoxeter Town Centre	1.1%	7	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.8%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Weighted base: Sample:		599 596		71 37		13 40		97 55		46 47		35 38		22 45		35 57		24 47		89 60		26 41		56 44		73 39		11 46

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	stle	unde	er-L	yme						Retai	l a	nd Le	eisu	re St	udy	/							ge 82
Weighted:	Tota	1	Zone	1	Zone	2	Zone	3	Zone		Zone		Planr Zone		Zone 7		Zone 8	8	Zone	)	Zone 1	10	Zone 1	1	Zone	12	August Zone	
Q29 Do you ever visit an	v of the	follo	vina ce	ntres?	? IMR/PF	<b>R</b> 1																						
Hanley centre (Stoke city centre)	61.7%	803	U		52.0%	17	63.0%	111	61.6%	61	77.1%	70	75.8%	40	59.1%	35	69.0%	33	61.1%	94	39.9%	29	48.7%	56	58.7%	113	44.8%	11
,	43.3%	564	38.3%	69	74.1%	25	36.4%	64	60.6%	60	29.6%	27	30.7%	16	47.0%	28	37.7%	18	20.1%	31	31.4%	23	18.6%	21	87.0%	168	50.1%	13
Longton town centre	28.0%	365	53.2%	97	4.1%	1	82.4%	146	28.7%	28	17.8%	16	5.8%	3	7.8%	5	0.0%	0	20.9%	32	19.9%	14	5.8%	7	7.3%	14	5.7%	1
Tunstall town centre	19.6%	256		22		6		9	3.0%	3			83.2%	44	61.9%	37		19	6.3%	10			21.3%	24	9.4%	18	0.0%	(
Stoke-on-Trent town centre	15.7%	204	22.1%	40		3		47	30.0%		14.5%		13.6%	7	6.9%	4	4.9%	2	12.3%	19	9.1%	7	6.1%		11.7%	23	8.5%	
Kidsgrove town centre	10.5%	136	0.8%	1	5.9%	2		1	0.7%	1	9.3%	8		19				11	0.0%	0	3.0%	2	28.2%	32	3.2%	6		(
Burslem town centre	7.9%	103	7.6%	14	4.0%	1	6.9%	12	2.7%	3		28		12		7		3	1.2%	2	3.3%	2		4	7.6%	15		
Fenton town centre	11.4%	149		61	0.9%	0	29.3%	52	9.4%	9	5.4%	5	3.6%	2	2.1%	1	1.6%	1	5.5%	8	2.3%	2	1.5%	2	2.9%	6		
Meir town centre	9.9%	129	2.9%	5		0		72	4.5%	4	8.5%	8	5.0%	3	2.5%	2		1	9.2%	14	8.9%	6	4.2%	5	3.8%	7	6.3%	
(Don't visit any of these centres)	16.2%	211	7.4%	13		8		12	12.6%	13	9.1%	8	4.0%	2	4.2%		15.0%	7	29.3%	45		32	34.1%		10.7%		36.8%	
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101
Q30 Which centre do you Those who visit a centre		ne mo	st? [PR	]																								
Hanley centre (Stoke city centre)	38.9%	424	55.2%	93	17.1%	4	19.1%	32	35.8%	31	63.8%	53	29.3%	15	21.5%	12	53.8%	22	69.4%	76	56.8%	23	50.5%	38	11.2%	19	44.6%	
Newcastle-under-Lyme town centre	23.5%	256	3.0%	5	80.3%	21	5.5%	9	34.8%	30	5.5%	5	1.4%	1	4.7%	3	5.3%	2	5.2%	6	21.7%	9	11.0%	8	86.6%	149	54.3%	9
Longton town centre	16.7%	182	33.3%	56	0.0%	0	58.2%	96	11.2%	10	1.0%	1	0.9%	0	0.7%	0	0.0%	0	12.4%	13	13.3%	5	0.0%	0	0.0%	0	0.0%	(
Funstall town centre	7.2%	79	3.2%	5	1.6%	0	0.0%	0	0.0%	0	22.5%	19	56.5%	29	19.0%	11	18.2%	7	2.1%	2	0.0%	0	4.2%	3	1.4%	2	0.0%	(
Stoke-on-Trent town centre	2.6%	29	0.6%	1	0.0%	0	0.0%	0	15.9%	14	0.0%	0	0.9%	0	0.0%	0	1.2%	0	8.0%	9	2.5%	1	2.1%	2	0.8%	1	1.1%	(
Kidsgrove town centre	5.7%	62	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	5.3%	3	54.2%	31	20.7%	8	0.0%	0	1.1%	0	26.5%	20	0.0%	0		(
Burslem town centre	1.0%	11	0.9%	1	1.0%	Õ		1	0.0%	0	4.4%	4	5.7%	3	0.0%	0		Ő	0.0%	Õ	0.0%	0	0.9%	1	0.0%	0	0.0%	(
Fenton town centre	1.1%	12	3.9%	7	0.0%	0		5	0.8%	1	0.0%	0	0.0%	0	0.0%	Ő		Ő	0.0%	0	0.0%	0	0.9%	1	0.0%	0		(
Meir town centre	3.1%	34	0.0%	0			13.6%	23	1.5%	1	2.8%	2	0.0%	Õ	0.0%	Ő		Ő	2.9%	3	4.7%	2	3.9%	3	0.0%	0		
Weighted herei		1000		160		20		165		07				51		57		41		100		40		75		172		1.2
Weighted base:		1090		168		26		165		87		82		51		57 97		41 80		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		XU		67		53		68		89		60

Zone (Nulls & SFT Filter eighted:	ed, Wtd)			INC	ewca	sue-	una	er-L	yme		i Sto. r Nez					all a	na L	zeisu	re St	uay	/						Pag August	ge 8 201
	Tota	1	Zone	e 1	Zone	e 2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	7	Zon	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Mean score [Times a 3 months = 4, At leas	st every	6 mo	nths =	2, Les	s often	than o									e a fortr	night =	= 26, At	least o	once a r	nonth	= 12, <i>A</i>	t leas	t every t	wo m	onths =	• 6, At	least ev	ver
<b>31 How often do you vi</b> <i>Those who visit a centre</i>		SENT		NIION		Q30)?																						
ily	4.8%	52	4.0%	7	3.2%		10.1%	17	5.8%	5	3.8%	3	6.2%	3	11.5%	7	2.0%	1	3.5%	4	0.0%	0	1.2%	1	2.0%	3	5.8%	
least two times a week	14.2%	155	21.4%	36	7.0%	2	18.9%	31	9.9%	9	22.2%	18	27.8%	14	18.7%	11	1.6%	1	7.9%	9	2.5%	1	3.2%	2	11.4%	20	8.2%	
least once a week	28.5%	311	37.7%	63	37.1%	10	33.8%	56	27.6%	24	22.1%	18	36.1%	18	30.2%	17	23.4%	10	9.1%	10	17.0%	7	15.6%	12	36.4%	63	19.4%	
east once a fortnight	13.1%	143	11.0%	19	24.1%	6	8.1%	13	10.8%	9	8.9%	7	9.0%	5	14.2%	8	12.3%	5	11.1%	12	11.4%	5	18.4%	14	21.9%	38	10.7%	
ast once a month	18.0%	196	12.9%	22	12.8%	3	9.3%	15	30.8%	27	25.0%	21	14.6%	7	12.0%	7	24.6%	10	30.7%	33	17.1%	7	16.8%	13	15.8%	27	22.6%	
ast every two months	7.1%	77	7.1%	12	6.0%	2	4.7%	8	5.6%	5	2.8%	2	4.7%	2	0.8%	0	7.9%	3	13.7%	15	11.9%	5	15.0%	11	6.0%	10	6.8%	
ast every 3 months	5.8%	64	2.4%	4	7.2%	2	5.3%	9	5.1%	4	5.8%	5	0.0%	0	2.3%	1	14.8%	6	8.5%	9	10.3%	4	16.6%	13	2.3%	4	16.1%	
ast every 6 months	2.4%	27	0.0%	0	0.8%	0	4.2%	7	1.7%	1	3.9%	3	0.9%	0	1.0%	1	9.9%	4	3.5%	4	6.3%	3	2.7%	2	0.0%	0	9.1%	
often than once every 6	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.7%	1	1.9%	2	8.8%	4	2.5%	2	0.0%	0	1.4%	
onths																												
e only visited once	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.3%	2	2.3%	2	0.0%	0	0.0%	
i't know / varies)	4.8%	52	3.5%	6	1.8%	Ő	5.5%	9	2.8%	2	5.5%	5	0.7%	Ő	5.8%	3		Ő	9.2%	10	10.4%	4	5.8%	4	4.2%	7	0.0%	
n:		55.92	5.570	63.64	1.070	47.40		82.39		54.27	5.570	57.24	0.770	75.30	5.070	87.55		29.01		36.96	10.470	19.89		25.70		, 48.28		4
																												4
shted base:		1090 1052		168 91		26 79		165 94		87 89		82 90		51 95		57 97		41 80		109 67		40 53		75 68		173 89		
ple:		1032		91		19		94		69		90		95		97		80		07		55		08		69		
2 How do you usually Those who visit a centre		o (	CENTR	EMEN	NTIONE	DAT	Q30) (m	nain pa	art of jo	urney	)?																	
/ van (as driver)	67.4%	735	38.1%	64	61.6%	16	64.4%	107	68.7%	60	63.8%	53	52.9%	27	74.1%	42	76.6%	31	80.8%	88	86.7%	35	87.0%	66	77.0%	133	88.3%	
/ van (as passenger)	8.2%		16.0%		15.1%	4	6.5%	11	4.3%	~ ~	10.1%		13.7%	7	8.5%		8.0%	31	6.9%	8	10.8%	4	3.8%	3	3.1%	5	4.2%	
(including the busway or	0.2 <i>%</i> 10.6%		10.0%		22.5%		10.3%		4.3%		10.1%		13.7%	7	8.3 <i>%</i> 7.8%		14.3%	6		° 5	10.8%	4		4	4.4%	8		
ded bus), minibus or ach	10.0%	115	19.770	55	22.370	0	10.570	17	13.270	11	14.070	12	13.070	/	7.070	4	14.370	0	4.070	5	1.1 /0	0	5.570	4	4.470	0	7.570	
prcycle, scooter or	0.4%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ped																												
	10.1%	110	20.7%	35	0.8%	0	10.5%	17	11.1%	10	7.7%	6	13.9%	7	9.5%	5	1.2%	0	0.0%	0	1.4%	1	3.9%	3	14.9%	26	0.0%	
	1.3%	14	4.2%	7	0.0%	Ő	1.6%	3	0.9%	1	2.2%	2	2.1%	1	0.0%	0		Ő		0	0.0%	0		0	0.6%	1	0.0%	
l	0.4%	5	0.0%	Ó	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
cle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
ility scooter / disability hicle	0.3%	3	0.6%	1	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.0%	0		
r	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
t know / varies)	1.2%	13	0.8%	1	0.0%	Ő	0.0%	0	1.2%	1	1.4%	1	2.8%	1	0.0%	0		Ő	7.5%	8	0.0%	0		0	0.0%	0	0.0%	
,	1.2/0		0.070		0.070		0.070		1.270		1.7/0		2.070		0.070		0.070		,,/0		0.070		0.070		0.070		0.070	
ghted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		
nple:		1052		91		79		94		89		90		95		97		80		67		53		68		89		

Total       Zone 1       Zone 2       Zone 3       Zone 4       Zone 5       Zone 6       Zone 7       Zone 8       Zone 9       Zone 10       Zone 11       Zone 12         Q33 What do you like most about (CENTRE MENTIONED AT Q30)?         Those who visit a centre at Q29	by Zone (Nulls & SFT Filte Weighted:	ered, Wtd)	)		N	ewcas	tle-	unde	er-L	.yme a				on-Tro Plann			l a	nd Lei	isu	ire Sti	udy	7						Pag August 2	
Those who visit a centre at Q29         Choice and range of shops       20.0%       31       2.0.%       3       4.3.%       3       4.3.%       3       4.3.%       3       5.2       9.3.%       1       2.9.%       32       4.2.%       1       3.8.%       4       2.0.%       0       0.9.%       1       0.7%       1       4.4%       2       0.0%       0       3.0%       1       1.2%       1       2.5%       1       1.3%       1       0.8%       1         Choice of lexivices       1.0%       1       1.0%       0       0.0%       0       0.7%       1       4.4%       4       0.0%       0       1.8%       1       0.7%       0       0.0%       0       2.4%       3       4.0%       2       0.0%       0       1.8%       1       2.0%       0       0       0       1.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%	0	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4						<i>,</i>		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone 1		Zone	
Choice of leisure facilities (restaurants, pubs etc)       1.1%       12       0.9%       1       0.0%       0       0.9%       1       0.7%       1       4.4%       2       0.0%       0       3.0%       1       1.2%       1       2.5%       1       1.3%       1       0.8%       1         Choice of services (hairdressers, banks etc)       Choice of services       1.5%       16       1.2%       1       0.7%       0       0.0%       0       2.4%       3       4.0%       2       0.0%       0       1.7%       3       4.0%       2       0.0%       0       0.0%       0       1.8%       1       0.7%       0       0.0%       0       2.4%       3       4.0%       2       2.0%       0       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.			ut	(CENTR	E ME	NTIONE	D AT	Q30)?																					
(restaurants, pubs etc)       (restaurants, pubs etc) <th></th> <th></th> <th></th> <th></th> <th>37</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>33</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>15</th> <th></th> <th>32</th> <th></th> <th>17</th> <th></th> <th></th> <th></th> <th></th> <th>34.5%</th> <th>6</th>					37						33								15		32		17					34.5%	6
Choice of services       1.5%       16       1.2%       2       1.6%       0       0.7%       1       4.4%       4       0.0%       0       1.0%       0       0.0%       0       2.4%       3       4.0%       2       0.0%       0       1.7%       3         Choice of home       29.2%       318       29.7%       50       30.8%       8       41.5%       69       18.2%       16       18.4%       15       46.4%       24       33.8%       19       21.7%       9       14.2%       15       1.1%       0       1.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0 <td></td> <td>1.1%</td> <td>12</td> <td>0.9%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.9%</td> <td>1</td> <td>0.7%</td> <td>1</td> <td>4.4%</td> <td>2</td> <td>0.0%</td> <td>0</td> <td>3.0%</td> <td>1</td> <td>1.2%</td> <td>1</td> <td>2.5%</td> <td>1</td> <td>1.3%</td> <td>1</td> <td>0.8%</td> <td>I</td> <td>5.1%</td> <td>1</td>		1.1%	12	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	4.4%	2	0.0%	0	3.0%	1	1.2%	1	2.5%	1	1.3%	1	0.8%	I	5.1%	1
Close to home       29.2%       318       29.7%       50       30.8%       8       41.5%       69       18.2%       16       18.4%       15       46.4%       24       33.8%       19       21.7%       9       14.2%       15       1.1%       0       11.0%       8       48.3%       83         Close to work       1.8%       20       0.9%       1       1.0%       0       0.9%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	Choice of services	1.5%	16	1.2%	2	1.6%	0	0.7%	1	4.4%	4	0.0%	0	1.8%	1	0.7%	0	0.0%	0	2.4%	3	4.0%	2	0.0%	0	1.7%	3	1.5%	0
Convenience cycle parking       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%		29.2%	318	29.7%	50	30.8%	8	41.5%	69	18.2%	16	18.4%	15	46.4%	24	33.8%	19	21.7%	9	14.2%	15	1.1%	0	11.0%	8	48.3%	83	8.9%	1
Convenient car parking       1.3%       15       0.8%       1       1.1%       0       0.9%       1       2.2%       2       0.9%       1       0.7%       0       1.0%       1       3.4%       1       1.1%       0       3.2%       2       0.8%       1         Easily accessible by public       1.3%       14       3.1%       5       0.0%       0       2.9%       5       0.0%       0       0.7%       1       0.0%       0       3.7%       2       0.8%       0       0.0%       0       0.0%       0       1.2%       1       0.0%       0       1.0%       0       3.7%       2       0.8%       0       0.0%       0       0.0%       0       0.0%       0       0.7%       1       0.0%       0       3.7%       2       0.8%       1       6.2%       7       2.2%       1       2.7%       5       4.0%       3       2.1%       1       1.7%       1       3.6%       2       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	Close to work	1.8%	20	0.9%	1	1.0%	0	0.9%	1	0.0%	0	3.0%	2	0.9%	0	0.0%	0	1.8%	1	9.4%	10	0.0%	0	1.2%	1	0.8%	1	1.5%	0
Easily accessible by public       1.3%       14       3.1%       5       0.0%       0       2.9%       5       0.0%       0       0.7%       1       0.0%       0       3.7%       2       0.8%       0       0.0%       0       0.0%       0       1.2%       1       0.0%       0         Environmental quality of centre       3.4%       37       2.1%       4       7.6%       2       2.7%       5       4.0%       3       2.1%       2       5.6%       3       1.4%       1       6.2%       7       2.2%       1       2.7%       2       4.3%       7         Free car parking       1.2%       13       0.0%       0       0.0%       0       0.7%       1       0.0%       0       1.0%       1       1.7%       1       3.6%       2       0.0%       0       0.0%       0       3.1%       1       6.0%       5       0.8%       1         Market / outdoor events       1.5%       16       0.9%       1       2.0%       3       0.6%       1       0.9%       1       0.0%       0       1.0%       0       1.8%       1       1.1%       0       0.0%       0       0.2%<	Convenience cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public       1.3%       14       3.1%       5       0.0%       0       2.7%       5       0.0%       0       0.7%       1       0.0%       0       3.7%       2       0.8%       0       0.0%       0       0.0%       0       1.2%       1       0.0%       0         Environmental quality of centre       3.4%       37       2.1%       4       7.6%       2       2.7%       5       4.0%       3       2.1%       2       5.6%       3       1.4%       1       6.2%       7       2.2%       1       2.7%       2       4.3%       7         Free car parking       1.2%       13       0.0%       0       0.7%       1       0.0%       0       1.0%       1       1.7%       1       3.6%       2       0.0%       0       0.0%       0       3.2%       6       3.1%       1       6.0%       0       3.2%       6       3.2%       1       0.0%       0       3.2%       6       3.2%       1       0.0%       0       0.0%       0       1.0%       0       1.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	, i e	1.3%	15	0.8%	1	1.1%	0	0.9%	1	2.2%	2	0.9%	1	0.7%	0	1.0%	1	3.4%	1	1.2%	1	1.1%	0	3.2%	2	0.8%	1	6.9%	1
centre         Free car parking       1.2%       13       0.0%       0       0.7%       1       0.0%       0       1.0%       1       1.7%       1       3.6%       2       0.0%       0       0.3.1%       1       6.0%       5       0.8%       1         Market / outdoor events       1.5%       16       0.9%       1       2.6%       1       2.0%       3       0.6%       1       0.9%       1       0.0%       0       1.9%       1       2.4%       1       1.1%       1       1.1%       0       0.0%       0       3.2%       6         Strength of supermarket       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.9%       1       0.0%       0       1.8%       1       0.0%       0       0.3%       2       1.4%       1       1.1%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	<i>y y</i> 1	1.3%	14	3.1%	5	0.0%	0	2.9%	5	0.0%	0	0.7%	1	0.0%	0	3.7%	2	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Market / outdoor events       1.5%       16       0.9%       1       2.6%       1       2.0%       3       0.6%       1       0.9%       1       0.0%       0       1.9%       1       2.4%       1       1.1%       1       1.1%       0       0.0%       0       3.2%       6         Strength of supermarket       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.8%       1       0.0%       0       1.4%       2         provision       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%<		3.4%	37	2.1%	4	7.6%	2	2.7%	5	4.0%	3	2.1%	2	5.6%	3	1.4%	1	2.8%	1	6.2%	7	2.2%	1	2.7%	2	4.3%	7	1.1%	0
Strength of supermarket provision       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.8%       1       0.0%       0       1.1%       0       3.2%       2       1.4%       2         Other       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0	Free car parking	1.2%	13	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.7%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	1	6.0%	5	0.8%	1	4.2%	1
provision         Other       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0 <td>Market / outdoor events</td> <td>1.5%</td> <td>16</td> <td>0.9%</td> <td>1</td> <td>2.6%</td> <td>1</td> <td>2.0%</td> <td>3</td> <td>0.6%</td> <td>1</td> <td>0.9%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>1.9%</td> <td>1</td> <td>2.4%</td> <td>1</td> <td>1.1%</td> <td>1</td> <td>1.1%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>3.2%</td> <td>6</td> <td>2.9%</td> <td>0</td>	Market / outdoor events	1.5%	16	0.9%	1	2.6%	1	2.0%	3	0.6%	1	0.9%	1	0.0%	0	1.9%	1	2.4%	1	1.1%	1	1.1%	0	0.0%	0	3.2%	6	2.9%	0
Close to friends / family       0.3%       3       0.0%       0       0.8%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%	0 1	1.4%	15	2.4%	4	4.1%	1	0.0%	0	4.2%	4	0.0%	0	1.0%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	0	3.2%	2	1.4%	2	0.0%	0
Compact centre / not spread out / easy to get around       3.3%       36       2.7%       5       4.9%       1       0.9%       1       5.9%       5       1.6%       1       0.7%       0       1.2%       0       1.2%       1       10.4%       4       4.9%       4       6.4%       11         Habit / familiarity       1.1%       12       1.2%       2       4.9%       1       0.7%       1       0.7%       0       1.2%       0       1.4%       1       1.3%       1       0.6%       1         Nice atmosphere / friendly       1.4%       15       0.6%       1       2.4%       4       0.0%       0       1.4%       1       0.0%       0       0.8%       0       0.0%       0       1.4%       1       1.3%       1       0.6%       1       1.4%       1       0.9%       0       0.8%       0       0.0%       0       0.4%       1       1.6%       1       0.7%       0       2.8%       1       0.0%       0       1.4%       1       0.6%       1       1.4%       1       0.9%       0       0.8%       0       0.0%       0       0.9%       1       1.7%       3	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
out / easy to get around         Habit / familiarity       1.1%       12       1.2%       2       4.9%       1       0.6%       1       3.6%       3       0.0%       0       0.7%       0       2.8%       1       0.0%       0       1.4%       1       1.3%       1       0.6%       1         Nice atmosphere / friendly       1.4%       15       0.6%       1       4.0%       1       2.4%       4       0.0%       0       1.4%       0.0%       0       1.4%       1       1.3%       1       0.6%       1         people       Not too busy       0.5%       6       1.2%       2       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0	Close to friends / family	0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.9%	0
Nice atmosphere / friendly       1.4%       15       0.6%       1       4.0%       1       2.4%       4       0.0%       0       1.4%       1       0.9%       0       0.8%       0       0.0%       0       3.3%       4       0.0%       0       0.9%       1       1.7%       3         people       Not too busy       0.5%       6       1.2%       2       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.0%	1 1	3.3%	36	2.7%	5	4.9%	1	0.9%	1	5.9%	5	1.6%	1	1.6%	1	0.7%	0	1.2%	0	1.2%	1	10.4%	4	4.9%	4	6.4%	11	1.5%	0
people Not too busy 0.5% 6 1.2% 2 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.8% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1	Habit / familiarity	1.1%	12	1.2%	2	4.9%	1	0.7%	1	0.6%	1	3.6%	3	0.0%	0	0.7%	0	2.8%	1	0.0%	0	1.4%	1	1.3%	1	0.6%	1	2.2%	0
Not too busy         0.5%         6         1.2%         2         0.0%         0         0.8%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 </td <td>1 2</td> <td>1.4%</td> <td>15</td> <td>0.6%</td> <td>1</td> <td>4.0%</td> <td>1</td> <td>2.4%</td> <td>4</td> <td>0.0%</td> <td>0</td> <td>1.4%</td> <td>1</td> <td>0.9%</td> <td>0</td> <td>0.8%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>3.3%</td> <td>4</td> <td>0.0%</td> <td>0</td> <td>0.9%</td> <td>1</td> <td>1.7%</td> <td>3</td> <td>0.0%</td> <td>0</td>	1 2	1.4%	15	0.6%	1	4.0%	1	2.4%	4	0.0%	0	1.4%	1	0.9%	0	0.8%	0	0.0%	0	3.3%	4	0.0%	0	0.9%	1	1.7%	3	0.0%	0
		0.5%	6	1.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.2%	1
	5	0.6%	7	2.4%	4	1.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular) 20.1% 219 28.0% 47 21.7% 6 19.7% 33 19.8% 17 18.9% 16 5.8% 3 17.1% 10 20.3% 8 30.3% 33 24.0% 10 27.1% 20 8.0% 14	(Nothing in particular)	20.1%	219	28.0%	47		6	19.7%	33	19.8%	17	18.9%			3	17.1%	10	20.3%	8	30.3%	33	24.0%	10	27.1%	20	8.0%	14	22.6%	4
Weighted base:         1090         168         26         165         87         82         51         57         41         109         40         75         173           Sample:         1052         91         79         94         89         90         95         97         80         67         53         68         89	U																												16 60

/eighted:									•	fo	r Nex	us ]	Plann	ing	,					•							August	201
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4		Zone 5		Zone 6	32	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 1		Zone	
<b>34AAre there any measu</b> Those who visit a centre		it wou	ld enco	urage	you to v	/isit	(CEN	TRE	MENTION	NED /	AT Q30) I	more	often? F	irst	mention:													
etter environment / run-down / needs	7.0%	76	9.9%	17	0.0%	0	5.4%	9	10.2%	9	10.4%	9	7.5%	4	9.7%	6	8.8%	4	12.6%	14	13.5%	5	0.9%	1	0.0%	0	2.7%	
renovating etter security	3.0%	33	2.6%	4	0.8%	0	2.7%	5	7.0%	6	7.8%	6	1.6%	1	0.7%	0	4.8%	2	2.3%	2	4.3%	2	0.9%	1	1.7%	3	0.0%	
heaper / free parking	4.6%	50	5.4%	9	1.0%	0	2.4%	4	2.6%	2	6.4%	5	7.5%	4	3.4%	2	3.7%	1	1.1%	1	2.9%	1	5.7%	4	8.2%	14	3.5%	
heaper public transport	0.2%	2	0.0%	Ó	0.0%	0	0.0%	0	0.0%	õ	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
iscount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved food shops within the town centre	2.4%	26	3.7%	6	0.0%	0	5.4%	9	0.9%	1	0.9%	1	0.0%	0	0.0%	0	3.4%	1	0.8%	1	1.1%	0	1.3%	1	3.2%	6	0.0%	
proved leisure facilities	1.1%	12	0.0%	0	0.0%	0	1.9%	3	4.2%	4	3.7%	3	0.0%	0	0.8%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
iproved non-food shops within the town centre	6.5%	71	1.2%	2	12.8%	3	8.5%	14	12.6%	11	4.9%	4	5.3%	3	5.7%	3	1.6%	1	17.4%	19	1.4%	1	2.3%	2	4.8%	8	3.2%	
proved quality of shops	4.6%	50	1.6%	3	7.3%	2	2.7%	4	5.4%	5	1.0%	1	3.3%	2	6.4%	4	6.3%	3	0.0%	0	2.5%	1	3.9%	3	13.5%	23	1.4%	
proved street cleaning	2.1%	22	0.6%	1	3.2%	1	7.4%	12	2.6%	2	2.1%	2	1.6%	1	0.7%	0	2.2%	1	0.0%	0	1.6%	1	2.1%	2	0.0%	0	1.5%	
provements to the market / provision of outdoor events.	0.9%	10	0.0%	0	3.6%	1	0.0%	0	3.1%	3	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	
creased general choice and range of shops	13.5%	148	10.2%	17	18.8%	5	18.7%	31	11.9%	10	14.8%	12	11.4%	6	19.5%	11	4.7%	2	3.2%	3	1.4%	1	5.8%	4	24.1%	42	20.8%	
creased public transport	0.6%	7	0.6%	1	0.8%	0	1.0%	2	2.4%	2	0.0%	0	0.7%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
nger opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
re parking	2.6%	29	1.5%	2	2.8%	1	0.7%	1	0.0%	0	2.8%	2	1.0%	1	1.6%	1	6.5%	3	5.5%	6	2.9%	1	2.1%	2	4.8%	8	5.2%	
ciality food stores	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
er	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter disabled access	0.5%	5	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	0.6%	1	0.0%	
ter range of service utlets	0.4%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.9%	0	2.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	
er empty shops	1.8%	20	3.6%	6	0.8%	0	1.7%	3	0.6%	1	1.4%	1	2.6%	1	0.7%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	3.5%	6	2.2%	
s busy / too congested	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.0%	1	2.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	
re independent shops	1.2%	13	0.6%	1	2.2%	1	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		4	0.0%	0	1.2%	1	2.6%	4	1.5%	
thing / Nothing else)	44.1%	481	56.1%	94	40.5%	11	36.8%	61	34.0%	29	40.1%		51.5%	26	41.6%		47.7%		39.7%	43	64.4%		72.7%		29.9%		51.3%	
on't know)	2.4%	26	2.4%	4	4.0%	1	1.4%	2	2.4%	2	1.0%	1	1.7%	1	1.5%	1	0.0%	0	12.2%	13	0.0%	0	0.9%	1	0.0%	0	1.1%	
ighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		
mple:		1052		91		79		94		89		90		95		97		80		67		53		68		89		

7 Zone (Nulls & SFT Filtere eighted:	.u, ((u)			1 1 4	, in cus		unue	<b>.</b>	y 1110 v				Plann				14 20		re Stu	uj							August	ge 8 201
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	l	Zone 1	2	Zone	13
<b>34BAre there any measu</b> Those who gave a measu			ld encou	ırage	you to v	isit	(CEN	TRE N	IENTION	IED /	AT Q30) ı	nore	often? S	eco	nd mentio	on:												
etter environment / run-down / needs renovating	6.2%	36	7.1%	5	5.7%	1	8.4%	9	5.0%	3	6.0%	3	4.0%	1	4.6%	1	3.5%	1	2.5%	1	12.1%	2	0.0%	0	8.0%	10	3.2%	
etter security	2.4%	14	1.5%	1	1.8%	0	5.7%	6	0.0%	0	3.1%	1	0.0%	0	1.5%	0	2.2%	0	2.2%	1	4.4%	1	0.0%	0	1.8%	2	3.2%	
neaper / free parking	1.4%	8	0.0%	0	5.9%	1	1.4%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.8%	
eaper public transport	0.8%	5	0.0%	Ő	0.0%	0	4.4%	5	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	
scount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	
proved food shops within the town centre	1.8%	10	2.1%	1	11.7%	2	1.6%	2	8.7%	5	0.0%	0	1.9%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved leisure facilities	0.7%	4	0.0%	0	2.1%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved non-food shops within the town centre	7.8%	46	7.5%	5	7.6%	1	8.5%	9	1.4%	1	7.5%	4	0.0%	0	0.0%	0	8.1%	2	0.0%	0	12.1%	2	19.2%	4	15.4%	19	2.8%	
proved quality of shops	5.7%	33	1.5%	1	12.5%	2	4.0%	4	4.0%	2	0.0%	0	2.1%	1	19.7%	6	5.5%	1	14.5%	8	0.0%	0	0.0%	0	6.5%	8	5.1%	
proved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.3%	
provements to the market / provision of outdoor events.	0.2%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
reased general choice and range of shops	6.9%	40	1.8%	1	8.5%	1	6.3%	6	4.4%	2	6.6%	3	12.6%	3	3.2%	1	0.0%	0	12.2%	6	8.3%	1	0.0%	0	11.3%	14	7.8%	
reased public transport	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
iger opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
re parking	1.0%	6	0.0%	0	0.0%	0	1.6%	2	4.8%	3	0.0%	0	2.1%	1	1.5%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	
ciality food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
er	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter disabled access	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	
ter range of service utlets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
er empty shops	1.5%	9	1.5%	1	2.9%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.3%	2	0.0%	0	4.5%	1	0.0%	0	2.8%	
s busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
e independent shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	
thing / Nothing else)	59.4%	346	77.0%		36.9%		50.3%		52.9%	29	70.6%	34	62.9%	15	66.6%		75.0%		58.6%	31	58.8%		66.2%		52.2%		55.9%	
n't know)	2.1%	12	0.0%	0	0.0%	0	2.7%	3	5.0%	3	0.0%	0	6.2%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	10.1%	2	1.1%	1	0.0%	
ighted base:		583		70		14		102		55		49		24		32		21		52		14		20		121		
mple:		566		47		51		61		54		48		49		53		38		33		20		21		58		

y Zone (Nulls & SFT Filtere /eighted:	.u, ((11)			1 1 4	, u cub	u c	unue		<i>y</i> 1110 t				Plann				nu 110		re Stu	a j							Pag August 2	
	Tota	I	Zone	1	Zone	2	Zone 3	;	Zone 4		Zone 5		Zone 6	<u>e</u>	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone	
<b>34C Are there any measu</b> Those who gave a measu			ld encou	ırage	you to v	visit	(CENT	REN	IENTION	ED A	AT Q30) r	nore	often? T	hird	mention:													
etter environment / run-down / needs renovating	3.1%	7	0.0%	0	5.2%	0	0.0%	0	2.3%	1	5.9%	1	4.9%	0	8.6%	1	0.0%	0	19.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	
etter security	6.9%	16	35.4%	6	0.0%	0	9.9%	5	0.0%	0	5.9%	1	6.9%	1	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	
heaper / free parking	1.6%	4	9.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	6.5%	
heaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	
iscount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
nproved food shops within the town centre	0.7%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved leisure facilities	0.6%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
iproved non-food shops within the town centre	1.4%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	
proved quality of shops	2.1%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	11.0%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	11.6%	
proved street cleaning	0.7%	2	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
provements to the market / provision of outdoor events.	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	
creased general choice and range of shops	1.7%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	
creased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
nger opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ore parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eciality food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
her	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tter disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter range of service butlets	0.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ver empty shops	0.3%	1	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	7.3%	
s busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
re independent shops	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
othing / Nothing else)	78.0%	175	32.0%		85.0%	8	81.3%		85.3%		88.1%		59.2%	4	68.0%		85.9%		50.6%		00.0%		100.0%		90.9%		74.6%	
on't know)	1.2%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	4.6%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	
eighted base:		225		16		9		48		23		14		7		11		5		20		6		5		56		
mple:		202		11		28		27		20		17		14		18		11		10		6		3		23		

y Zone (Nulls & SFT Filter Veighted:	ed, Wtd)	I		Ne	ewcas	tle-	unde	r-L	yme		l Stok r Nex				Retai g	l a	nd Lei	isu	re Stu	ıdy	7						Pag August	ge 88 2018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	;	Zone 6	6	Zone 7		Zone 8		Zone 9	)	Zone 10	)	Zone 11	L	Zone 1	2	Zone	13
<b>34X Are there any measu</b> Those who visit a centre		t wou	ld enco	urage	you to v	isit .	(CEN	TRE	MENTIO	NED	AT Q30)	more	e often?	Any i	mention:													
etter environment / run-down / needs renovating	10.9%	119	12.8%	22	5.0%	1	10.5%	17	14.0%	12	14.9%	12	10.1%	5	13.9%	8	10.7%	4	17.3%	19	17.8%	7	0.9%	1	5.6%	10	4.3%	
setter security	5.7%	62	6.6%	11	1.8%	0	9.2%	15	7.0%	6	10.6%	9	2.6%	1	1.5%	1	6.0%	2	6.8%	7	5.9%	2	0.9%	1	2.9%	5	1.5%	
Cheaper / free parking	5.7%	62	6.3%	11	4.3%	1	4.2%	7	5.2%	5	6.4%	5		4	3.4%	2	5.6%	2		1	2.9%	1	5.7%	4	9.9%	17	6.2%	
heaper public transport	0.6%	6	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	
nproved food shops within the town centre	3.5%	38	5.5%	9	6.5%	2	6.4%	11	6.4%	6	0.9%	1	0.9%	0	0.8%	0	3.4%	1	0.8%	1	1.1%	0	1.3%	1	3.2%	6	0.0%	
proved leisure facilities	1.6%	17	0.8%	1	1.1%	0	1.9%	3	7.3%	6	3.7%	3	0.0%	0	0.8%	0	3.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
nproved non-food shops within the town centre	11.0%	120	4.4%	7	18.0%	5	13.7%	23	13.5%	12	9.3%	8	5.3%	3	8.3%	5	5.8%	2	17.4%	19	5.7%	2	7.3%	6	16.3%	28	4.6%	
proved quality of shops	8.0%	88	2.2%	4	14.3%	4	5.1%	8	10.4%	9	1.0%	1	5.9%	3	17.6%	10	9.1%	4	8.2%	9	2.5%	1	3.9%	3	18.1%	31	6.2%	
proved street cleaning	2.3%	25	1.2%	2	3.2%	1	7.4%	12	2.6%	2	2.1%	2	3.6%	2	0.7%	0	2.2%	1	0.0%	0	1.6%	1	2.1%	2	0.0%	0	2.6%	
provements to the market / provision of outdoor	1.2%	13	0.0%	0	6.0%	2	0.0%	0	3.9%	3	0.7%	1	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	
events. creased general choice and range of shops	17.6%	192	10.9%	18	23.5%	6	23.5%	39	14.8%	13	18.7%	15	17.3%	9	22.1%	13	5.5%	2	9.1%	10	4.3%	2	5.8%	4	32.8%	57	24.5%	
creased public transport	0.8%	8	0.6%	1	0.8%	0	1.9%	3	2.4%	2	0.0%	0	0.7%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
nger opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ore parking	3.2%	35	1.5%	2	2.8%	1	1.7%	3	3.1%	3	2.8%	2	2.0%	1	2.5%	1	6.5%	3	5.5%	6	4.5%	2	2.1%	2	4.8%	8	5.2%	
eciality food stores	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter disabled access	0.7%	8	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	1.5%	3	0.0%	
tter range of service outlets	0.7%	8	0.0%	0	0.0%	0	1.7%	3	0.0%	0	1.9%	2	0.9%	0	3.4%	2	1.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	
wer empty shops	2.7%	29	4.2%	7	4.0%	1	4.0%	7	0.6%	1	1.4%	1	2.6%	1	1.5%	1	0.8%	0	2.1%	2	1.1%	0	1.2%	1	3.5%	6	5.1%	
ss busy / too congested	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.0%	1	2.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	
ore independent shops	1.6%	17	0.6%	1	2.2%	1	1.0%	2	3.2%	3	1.8%	1	0.7%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	1.2%	1	2.6%	4	3.7%	
eighted base: mple:		1090 1052		168 91		26 79		165 94		87 89		82 90		51 95		57 97		41 80		109 67		40 53		75 68		173 89		

by Zone (Nulls & SFT Filter	red, Wtd	)		Ne	ewcas	stle	unde	er-L	yme				on-Tre			l a	nd Le	isu	re Stu	ıdy	7						Pag	ge 89
Weighted:										fo	r Nexu	us	Plann	ing	5												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone	12	Zone	13
Q35 Why don't you visit Those who do not visit				1																								
Lack of choice and range of non-food shops	6.6%	14	7.6%	1	10.5%	1	14.2%	2	4.3%	1	17.5%	1	21.2%	0	0.0%	0	19.0%	1	2.0%	1	5.7%	2	9.2%	4	0.0%	0	2.6%	0
Lack of choice and range of food shops	1.8%	4	7.6%	1	0.0%	0	0.0%	0	0.0%	0	17.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	10.0%	21	7.6%	1	14.4%	1	26.7%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	5	10.4%	3	1.8%	1	26.9%	6	2.6%	0
Too far away from home	23.7%		47.1%		37.3%	3		0	0.0%	0		-	57.7%	1	0.0%		15.1%	1	9.9%	4	35.3%		40.8%		13.9%		31.3%	3
Too far away from work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Not accessible by public transport	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0
Inconveniently located car parking	1.4%	3	0.0%	0	2.7%	0	0.0%	0	17.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	3.4%	7	0.0%	0	0.0%	0	0.0%	0	11.5%	1	10.3%	1	0.0%	0	0.0%	0	11.2%	1	0.0%	0	8.8%	3	2.3%	1	0.0%	0	3.7%	0
Traffic congestion / too busy	2.4%	5	9.6%	1	17.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Disabled / poor health	2.2%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	1	7.2%	1	0.0%	0	60.9%	2	4.6%	0	2.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Not safe	2.8%	6	10.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	4.1%	2	0.0%	0		1	0.0%	0	0.0%	0
(Nothing, no reason to visit) (Don't know)	43.4% 4.7%	92 10		3 0	41.8% 0.0%		20.0% 39.1%	2 5	54.8% 0.0%	7 0		4 0	21.2% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	19.5% 0.0%	0 0	56.7% 0.0%	4 0	59.1% 8.0%	27 4	38.5% 1.4%	12 0	32.1% 0.0%	13 0		11 1	53.4% 0.0%	5 0
Weighted base:		211		13		8		12		13		8		2		2		7		45		32		39		21		9
Sample:		250		9		21		6		12		10		5		3		20		33		47		32		11		41
Q36 Do you make use o	f electro	onic he	ome sho	opping	g (i.e. Int	ernet	or TV s	hoppi	ing)? [M	R/PR	]																	
Yes, Internet	56.4%	735	47.0%	85	41.3%	14	49.4%	87	55.9%	55	41.1%	37	41.1%	22	51.9%	31	56.2%	27	60.3%	93	68.4%	49	66.4%	76	73.9%	143	59.0%	15
Yes, Portable internet shopping (through mobile phone)	22.9%	298	17.1%	31	17.9%	6	25.5%		24.7%	24	18.7%	17	13.5%	7	23.6%	14	25.4%		25.2%	39	7.5%	5	27.8%		29.4%	57	33.2%	8
Yes, TV Shopping	2.3%	30	0.8%	1	3.4%	1	3.5%	6	0.5%	1	3.3%	3	1.5%	1	3.0%	2	5.9%	3	0.9%	1	3.7%	3	1.2%	1	3.4%	7	2.5%	1
(No)	37.3%	486	45.3%	82	58.7%	20	44.0%	78	38.7%	38	45.3%	41	51.5%	27	40.3%	24	37.4%	18	34.1%	52	29.6%	21	29.2%	33	21.0%	41	35.5%	9
Weighted base: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	unde	er-L	yme				on-Tre Plann		Retai g	l a	nd Le	isu	re Stu	ıdy	7						Page August 2	
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4	1	Zone :	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	L	Zone 12	2	Zone 1	3
Q37 Which goods or ser Those who shop via Inte				y puro	chase vi	a eleo	ctronic (	home	/ mobile	e) sh	opping?	[MR]																
Banking / finance Books Car parts / products CDs, DVDs, music Clothes / shoes Cosmetics / health / beauty /	4.3% 28.1% 4.0% 22.4% 45.9% 6.4%	35 229 33 183 375 52	39.3%	28 1 18 39	1.5% 27.2% 0.0% 18.7% 59.3% 9.8%	0 4 0 3 8 1	0.0% 33.3% 1.5% 23.3% 56.2% 4.1%		2.0% 22.2% 4.8% 14.6% 51.3% 4.1%	1 14 3 9 31 3	1.7% 16.5% 1.5% 12.4% 44.9% 1.7%	1 6 22	3.7% 14.5% 6.5% 15.5% 43.1% 14.3%	4 11	22.9% 45.3% 12.8% 33.7% 43.9% 11.4%	16 5 12 16	14.6% 57.0% 18.4% 46.1% 52.0% 12.6%	6 14	6.0% 22.9% 3.7% 24.7% 46.9% 8.5%	6 23 4 25 48 9	0.0% 37.0% 5.4% 20.2% 34.0% 8.6%	0 19 3 10 17 4	25.2% 7.0% 29.8% 51.2%	6 24	0.0% 23.8% 0.9% 17.9% 41.3% 0.9%	36 1 27	46.8% 41.3%	2 8 1 8 7 1
chemist goods DIY goods Food Furniture / carpets Garden items Gifts Hobby and craft goods Holiday and / or travel	6.4% 6.7% 5.4% 4.3% 8.3% 6.2% 4.3%	52 55 44 35 68 50 35	7.0% 7.8% 9.6% 1.3%	13 7 8 10 1 11 7 3	9.3%         9.3%         4.9%         3.0%         7.9%         3.4%         1.5%	0 1 1 0 1 0 0 0	<ul> <li>4.1%</li> <li>8.8%</li> <li>4.3%</li> <li>5.5%</li> <li>4.9%</li> <li>2.9%</li> <li>4.1%</li> <li>1.7%</li> </ul>	9 4 5	<ul> <li>4.1%</li> <li>7.1%</li> <li>6.2%</li> <li>1.1%</li> <li>10.4%</li> <li>1.1%</li> <li>2.0%</li> <li>0.9%</li> </ul>	4 4 1 6 1 1 1	1.7% 4.1% 1.5% 4.7% 1.2% 4.1% 9.9% 1.7%	2 1	0.0% 5.3% 10.6% 3.2% 7.2% 3.2% 1.8%	0 1 3 1 2 1	9.6% 14.6% 9.6% 11.5%	3 5 3 4 11 5	20.7% 8.4% 13.1% 10.9% 18.5% 8.7% 16.0%	6	8.0% 12.3% 7.5% 4.9% 7.3% 5.0% 9.7%	8 13 8 5 7 5 10	8.0% 3.9% 3.1% 3.6% 7.5% 6.6% 2.2%	4 2 2 2 4 3 1	5.7% 5.6% 4.7% 6.1% 5.6%	5 5 4 5 5 9 3	0.7% 5.0% 0.9% 0.7% 8.7% 4.2% 0.9%	1 8 1 1	14.0% 9.3% 5.4%	
tickets Insurance Jewellery Major electrical items Pet food / products Small electrical items Small household goods Sports goods Stationery Toys Other (Don't know / can't	3.0% 2.2% 15.5% 4.0% 17.0% 14.0% 3.1% 3.4% 11.5% 0.0% 9.6%	25 18 127 32 139 114 25 28 94 0 79	0.0% 15.3% 16.8% 4.1% 6.6%	0 15	0.0% 0.0% 17.3% 7.7% 7.4% 16.0% 2.1% 2.1% 8.0% 0.0% 7.7%	$\begin{array}{c} 0 \\ 0 \\ 2 \\ 1 \\ 1 \\ 2 \\ 0 \\ 0 \\ 1 \\ 0 \\ 1 \end{array}$	$\begin{array}{c} 1.7\% \\ 0.0\% \\ 12.3\% \\ 2.6\% \\ 24.7\% \\ 24.9\% \\ 0.0\% \\ 4.8\% \\ 7.7\% \\ 0.0\% \\ 4.4\% \end{array}$	3 25 25 0 5	0.9% 0.0% 15.7% 3.7% 19.3% 7.0% 1.1% 3.7% 12.1% 0.0% 7.7%	4 1 2 7 0	$\begin{array}{c} 0.0\% \\ 2.9\% \\ 7.6\% \\ 1.5\% \\ 25.4\% \\ 21.0\% \\ 6.5\% \\ 0.0\% \\ 17.6\% \\ 0.0\% \\ 10.1\% \end{array}$	$     \begin{array}{c}       1 \\       13 \\       10 \\       3 \\       0 \\       9 \\       0     \end{array} $	5.1% 16.4% 9.1% 9.5%		17.1% 13.0% 27.6% 15.3% 28.9% 17.1% 8.6% 8.6% 17.4% 0.0% 6.6%	5 10 5 10 6 3 3	11.7% 10.1% 37.6% 15.0% 32.8% 8.2% 8.1% 0.0% 14.1% 0.0% 4.7%	4 10 2	4.7% 4.9% 15.3% 0.9% 12.5% 12.7% 1.1% 1.3% 8.8% 0.0% 7.6%	5 5 16 1 13 13 1 1 9 0 8	0.0% 0.0% 15.7% 1.2% 21.3% 14.7% 8.3% 1.2% 3.6% 0.0% 10.9%	7 4 1 2 0	$\begin{array}{c} 0.0\%\\ 0.0\%\\ 8.0\%\\ 6.1\%\\ 15.8\%\\ 7.2\%\\ 2.8\%\\ 0.0\%\\ 15.3\%\\ 0.0\%\\ 14.5\%\end{array}$	5 13 6 2 0 12 0	0.0% 0.0% 13.3% 3.8% 5.4% 10.0% 1.6% 5.4% 7.5% 0.0% 19.9%	6 8 15 2 8	3.4% 1.1% 48.2% 7.2% 39.1% 20.6% 2.6% 5.0% 18.5% 0.0% 0.0%	
remember) Weighted base: Sample: Q38 For your last electro	onic (hor	816 751 me/n	nobile) s	99 50	ina orde	14 42 <b>r. ho</b> y	w did vo	99 56 D <b>u rec</b>	eive vou	61 57	ods? [PF	50 50		26 47		36 58		30 56		101 62		51 71		81 68		153 72		1 6
Those who shop via Inte Collection at store	ernet / TV 7.1%	7 at Q3 58	9.9%	10	2.1%	0	10.3%	10	9.7%	6	4.2%	2	5.7%	1	2.7%	1	3.6%	1	7.1%	7	0.0%		12.4%	10	5.2%	8	5.9%	1
Home delivery Delivery to place of work Collection at click and collect hub	88.3% 1.1% 0.7%	721 9 6	84.0% 0.0% 1.5%	0	96.0% 0.0% 0.0%	13 0 0	86.6% 1.5% 1.7%	86 1 2	84.8% 0.0% 2.0%	52 0 1	90.7% 1.5% 0.0%	45 1 0	85.0% 5.5% 1.8%	22 1 0	93.5% 1.4% 1.4%	33 0 0		28 0 0	89.2% 0.0% 0.0%	90 0 0		51 0 0		64 3 1	90.2% 1.0% 0.0%	138 2 0	94.1% 0.0% 0.0%	1
Collection at other location (Don't know / varies) Weighted base: Sample:	0.2% 2.6%	2 21 816 751	1.3% 3.4%	1 3 99 50	0.0% 1.9%	0 0 14 42	0.0% 0.0%	0 0 99 56	0.0% 3.5%	0 2 61 57	1.2% 2.4%	1 1 50 50	0.0% 2.0%	0 1 26 47	0.0% 1.1%	0 0 36 58	0.0% 1.1%	0 0 30 56	0.0% 3.7%	0 4 101 62	0.0% 0.0%	0 0 51 71	0.0% 4.3%	0 3 81 68	0.0% 3.6%	0 6 153 72	0.0% 0.0%	0 0 16 62

by Zone (Nulls & SFT Filter	red, Wtd)			Ne	ewcas	stle	unde	er-L	Lyme :							il a	nd Le	isu	re St	udy	7						P	age 91
Weighted:										fo	r Nex	us	Plan	ning	5												Augus	t 2018
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8		Zone	)	Zone 1	10	Zone 1	.1	Zone	12	Zon	2 13
Q39 Which of these leise	ure activ	vities of	do you	partici	ipate in	? [MR	/PR]																					
Indoor sports or health and fitness activity	20.3%	264	17.8%	32	18.9%	6	16.4%	29	21.2%	21	15.1%	14	23.9%	13	11.0%	7	15.3%	7	21.6%	33	21.1%	15	24.6%	28	28.5%	55	12.6%	3
Cinema	43.3%	564	45.3%	82	31.9%	11	49.2%	87	40.4%	40	47.2%	43	31.6%	17	46.2%	28	34.8%	17	36.8%	57	47.2%	34	37.3%	43	50.0%	97	39.9%	10
Restaurant	64.6%	840	67.8%	123	55.2%	19	65.5%	116	53.7%	53	61.7%	56	54.9%	29	72.0%	43	56.1%	27	68.5%	105	64.5%	47	63.6%	73	68.8%	133	66.5%	17
Pub / bars / nightclubs	45.5%	593	30.3%	55	38.7%	13	49.3%	87	31.0%	31	44.0%	40	37.4%	20	49.9%	30	39.8%	19	55.3%	85	39.4%	29	53.8%	62	58.9%	114	36.9%	9
Ten pin bowling	12.7%	166	15.0%	27	9.1%	3	15.5%	27	6.4%	6	15.7%	14	5.3%	3	9.6%	6	12.4%	6	16.0%	25	6.6%	5	6.5%	7	17.5%	34		
Bingo	4.2%	55	5.4%	10	1.5%	1	6.0%	11	2.3%	2	5.5%	5	6.8%	4	2.4%	1	2.7%	1	5.0%	8		2	2.5%	3	3.6%	7	0.7%	
Theatres / concert halls / museums / art galleries and other cultural facilities	36.8%	479	36.7%	67	40.8%	14	39.2%	69	42.7%	42	40.6%	37	26.9%	14	48.6%	29	30.2%	14	38.5%	59	40.2%	29	39.1%	45	25.8%	50	38.3%	o 10
Casino	2.4%	32	4.4%	8	0.9%	0	1.6%	3	4.4%	4	5.9%	5	0.0%	0	3.6%	2	2.7%	1	1.5%	2	2.5%	2	0.0%	0	1.6%	3	0.0%	0
(None mentioned)	17.6%	229	18.1%	33	15.5%	5	15.7%	28	23.8%	24	19.3%	17	24.9%	13	17.3%	10	17.3%	8	13.8%	21	21.3%	15	20.3%	23	12.9%	25	23.0%	6
Weighted base: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	le-	unde	r-L	yme				on-Tr€ Plann			l a	nd Lei	isu	re Stu	ldy	7						Page August 2	
	Total		Zone 1		Zone 2		Zone 3	3	Zone	4	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	1	Zone 11		Zone 12		Zone 1	3
Q40 Which centre / facili Those who use indoor s							health a	nd fit	iness ac	tivity	?																	
Zone 1 - Stoke-on-Trent																												
Bentilee Neighbourhood Centre, Dawlish Drive, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Best Western Plus, Etruria Hall, Festival Way, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	
Bucknall Bowling & Recreation Club	0.4%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fenton Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%		13.9%	2		0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	
Goals, Holden Lane High School, Milton Road, Stoke-on-Trent	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Mad Dogs Martial Arts, Chell Street, Stoke-on-Trent	1.7%	4	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wallace Sports and Education Centre, Abbots Road, Stoke-on-Trent	0.4%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Fenton Manor Sports Complex, City Road, Stoke-on-Trent	10.9%	25	28.9%	8	0.0%	0	42.3%	11	18.0%	3	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	
Lifestyle Fitness, Victoria Road, Fenton, Stoke-on-Trent	3.8%	9	14.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	
M Club Spa & Fitness (Former Esporta), Festival Heights Retail Park,	1.9%	5	0.0%	0	10.0%	0	0.0%	0	6.7%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	
Stoke-on-Trent Northwood Stadium, Keelings Road,	0.6%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Northwood Stanley Matthews Sports Centre, Stoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	
Wallace Sport & Education Centre, Abbots Road, Abbey Hulton	2.6%	6	18.1%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Abbey Hunon Xecise4less, China Street, Fenton Zone 2 -	3.2%	7	0.0%	0	0.0%	0	28.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-L yme	0.40/	1	0.09/	0	22 50/	1	0.00/	0	0.09/	0	0.00/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	
Audley Methodist Church, New Road, Bignall End Zone 3 - Staffordshire	0.4%	1	0.0%	U	23.5%	1	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	undei	r-L	•				on-Tre Plann			l a	nd Lei	isu	re Stu	dy							Page August 20	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	_
Moorlands Blythe Bridge Methodist Church, Uttoxeter Road, Blythe Bridge Zone 3 - Stoke-on-Trent	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Hotel & Leisure, Ripon Road, Stoke-on-Trent <b>Zone 4</b> -	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Newcastle-under-L																												
yme Michelin Sports & Conference Centre, Rosetree Avenue, Newcastle-under-Lyme	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Pure Gym, Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stoke-on-Trent	4.0%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	15.6%	2	0.0%	0	18.8%	1	3.9%	1	0.0%	0	0.0%	0	8.9%	4	0.0%	0
Trentham High School, Allerton Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M Club Spa & Fitness (Former Total Fitness), Parklands, Newcastle	1.0%	2	0.0%	0	5.0%	0	0.0%	0	3.4%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	8.2%	0
Road, Stoke-on-Trent Nuffield Stoke Fitness & Wellbeing Centre, George Eastham Avenue, Trentham Lakes North	2.7%	6	0.0%	0	6.3%	0	10.1%	3	17.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	7.2%	0
Zone 5 - Stoke-on-Trent 21st Century Leisure, Davenport Street, Longport	1.4%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Snooker Centre, Cleveland Street, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimensions Leisure Centre,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotia Road, Burslem Fit4less, Scotia Road Zone 6 - Stoke-on-Trent	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness, Alexandra Park, Scotia Road, Tunstall, Stoke-on-Trent	2.1%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	16.0%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Powerhouse Gym, Newfields Industrial Estate, High Street, Stoke-on-Trent	0.1%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
The Whitfield Valley Centre,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcas	tle-	under	r-L	yme a				on-Tre Planni			l a	nd Lei	su	re Stu	dy	,						Page 9 August 201	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	-
Fegg Hayes Road, Stoke-on-Trent																												
Tunstall Town Centre Impact Fighting Arts Academy, Tunstall	0.4% 0.2%	1 1	0.0% 0.0%	0 0	01070	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0		1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0								
New Horizons Sports & Leisure Centre, Uplands Avenue, Chell Zone 7 - Newcastle-under-L	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
yme Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove Zone 8 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorlands Basefit Training, Brindley Close, Talke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Valley Leisure Centre, Thames Drive, Biddulph Zone 9 - Staffordshire	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	11.8%	1	26.3%	2	68.4%	5	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Moorlands Alton Village Hall, Hurstons Lane, Alton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Brough Park Leisure Centre, Fowlchurch Road, Leek	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shapemaster, Allen Street, Cheadle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Moorlands Leisure Centre, Allen Street, Cheadle Zone 10 - Stafford	4.7%	11	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alleyne's Sports Centre, Oulton Road, Stone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Stone House Hotel, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Yarnfield Park Sports Centre, Yarnfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Westbridge Park Fitness Centre, Stafford Road, Stone	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East	2.50/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	20.00/	0	0.00/	0	0.00/	0
Alsager Leisure Centre, Alsager	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	8	0.0%	0	0.0%	0
Beartown ABC, Hancock Road, Buglawton,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Congleton Congleton Leisure Centre, Congleton	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	2	0.0%	0	0.0%	0	0.0%	0	17.1%	5	0.0%	0	0.0%	0

by Zone (Nulls & SF I Filtere	u, wiu)				m casi	<b></b> -	unaci	-10	•							a		ьu		uy							Page	93
Weighted:										foi	r Nexu	IS .	Planni	ing	5												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1.	3
Congleton Town Centre Gymophobics, Capitol Walk,	0.2% 2.1%	0 5	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 17.1%	0 1	6.8% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 13.5%	0 4	0.0% 0.0%	0 0	0.0% 0.0%	
Congleton Gymtex, Barn Road, Congleton	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	
Cone 12 - Newcastle-under-L yme																												
P Fitness Caveman Training, Barket Street, Chesterton	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	
Bradwell Lodge Community Centre, Porthill	0.1%	0	0.0%		5.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chesterton Sports Centre, Castle Street, Newcastle-under-Lyme	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	
Clayton Sports Centre, Stafford Avenue, Newcastle-under-Lyme	0.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ioliday Inn, Clayton Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	
ubilee 2, Brunswick Street, Newcastle-under-Lyme	7.5%	17	0.0%		6.3%	0	0.0%		24.8%	4	0.0%		12.5%	1	0.0%	0			0.0%	0	4.5%	1	0.0%		22.3%	11		
Keele Sports Centre, Keele University, Keele Jewcastle-under-Lyme	0.7% 0.1%	2	0.0% 0.0%		19.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	7.6% 0.0%	1 0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.7%	
College, Knutton Lane, Newcastle-under-Lyme		ũ				0		U		Ū						÷				Ĩ				Ū				
Volstanton Social Club, Pitgreen Lane, Newcastle Kercise4Less.	0.2% 6.2%	0 14	0.0% 0.0%		0.0% 7.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0			0.0% 28.6%	0 14	0.0% 0.0%	
Newcastle-under-Lyme faurice Chandler Sports	0.1%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0	0.0%	0	0.0%		0.0%	0	8.2%	
Centre, Warrant Road, Stoke Heath Dutside Study Area																												
annatyne Health Club and Spa, Flour Mill Way, Crewe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	
Crewe Hall, Weston Road, Haslington, Crewe	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
rewe Lifestyle Centre, Moss Square, Crewe	0.4%	1 0	0.0%		0.0%	0 0	0.0% 0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		1 0	0.0% 0.0%	0 0	0.0% 7.2%	
Frove Comprehensive School, Newcastle Road, Market Drayton	0.1%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	1.2%	
Gym & Tonic, The Hollies, Newport Road, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcast	tle-	under	r-L	yme a	nd	l Stok	e-0	n-Tre	nt	Retai	l ai	nd Lei	isu	re Stu	ıdy	7						Page	96
Weighted:										fo	r Nexu	ıs l	Plann	ing	5												August 2	.018
	Tota	1	Zone	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Gymophobics, Greyfriars, Stafford	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	2	0.0%	0	0.0%	0	0.0%	0
I-Motion Gym, Guildhall Shopping Centre, Market Square, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Market Drayton Swimming & Fitness Centre, Newtown, Market Drayton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.3%	2
Physical Sculpture Gym, Broadway, Newport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	2	0.0%	0	0.0%	0	0.0%	0
Rookery Hall Hotel & Spa, Main Road, Worleston, Nantwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
The Festival Drayton Centre, Frogmore Road, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Uttoxeter Leisure Centre, Oldfields Road, Uttoxeter	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wychwood Village Centre	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	4.1%	10	3.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	8.5%	4		0
Weighted base:		233		29		4		26		16		10		12		6		7		29		12		28		50		3
Sample:		190		12		15		12		20		9		19		8		13		17		18		18		17		12

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	tle	unde	er-L	·				on-Tre Planni			l a	nd Lei	isu	re Stu	ıdy	y						Pag August 2	
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	
Q41 Which centre / facili Those who go to the cin						a?																						
Zone 1 - Stoke-on-Trent	<b>25</b> 0.07	1.50	47.000		1.000	0	0.6.4.64	•	4 5 501	_	17 50	•	25.201		24.50		0.5.1.0	-	20.00/		10.00	_	4.4.70		2.54		0.00/	
Cineworld, Intu Potteries Shopping Centre, Hanley	27.0%	150	45.0%	37	1.9%	0	36.1%	30	16.6%	7	47.5%	20	35.3%	6	34.6%	9	36.1%	6	39.8%	22	13.3%	5	14.5%	6	2.7%	3	0.0%	
Odeon Cinema, Festival Park, Etruria Road, Stoke-on-Trent	18.5%	103	26.4%	22	1.9%	0	11.7%	10	7.6%	3	31.2%	13	32.5%	5	26.0%	7	37.9%	6	12.6%	7	9.6%	3	37.6%	16	10.7%	10	4.2%	
Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent Zone 9 - Staffordshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Moorlands Foxlowe Arts Centre, Leek	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 10 - Stafford	0.370	1	0.070	0	0.0%	0	0.070	0	0.070	0	0.0%	0	9.170	1	0.070	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.070	0	0.070	
Eccleshall Town Centre Zone 11 - Cheshire East	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	
Alsager Civic Cinema, Lawson Road, Alsager Zone 12 -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-L																												
yme Vue Cinema, The Square, Market Arcade, Newcastle-under-Lyme Outside Study Area	43.6%	242	28.6%	23	78.8%	8	37.2%	31	74.1%	30	21.3%	9	23.2%	4	35.4%	10	23.9%	4	21.5%	12	55.5%	19	22.0%	9	81.1%	77	58.0%	
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	5.1%	29	0.0%	0	0.0%	0	15.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	13	8.3%	3	0.0%	0	0.0%	0	0.0%	
Cinemac, Heritage Centre, Roe Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	
Cineworld, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	
Cineworld, Southwater Square, St Quentin Gate, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.5%	
Festival Drayton Cinema, Frogmore Road, Market Drayton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	14.7%	
Odeon Cinema, Phoenix Leisure Park, Crewe	2.0%	11	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	9	0.0%	0	0.0%	
Odeon Cinema, The Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Odeon Cinema, Woodhouse Central, Telford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	17.9%	2

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	stle-	unde	r-L	yme							<b>il a</b>	nd Le	isu	re Stu	ıdy	7						Page	98
Weighted:										fo	r Nex	us ]	Plann	ing	5												August 2	018
	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone 5	5	Zone 6	i	Zone 7	,	Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	3
Odeon IMAX, The Printworks, Manchester	0.8%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Vue Cinema, Star City, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Barbican Leisure Park, Shapters Road, Plymouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Ocean Drive, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		555 467		82 33		11 32		83 41		40 38		42 37		16 26		27 40		15 30		56 30		34 40		43 35		96 43		10 42

 $\sim$ 

by Zone (Nulls & SFT Filter	ed, Wtd)	)		Ne	wcas	tle-	unde	r-L	yme a		l Stok r Nexi					l a	nd Lei	isu	re Stu	ıdy	7						Page	
Weighted:	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5		Zone 6	<u>ر</u>	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	August 20 Zone 13	
	1000	-	20110	-	20110 2	-	20110		20110	-	Lone		Lone		20110 /		Lone		20110 2		20110-20		20110 11		20110 12	-	2010 10	
Q42 Which centre / facilit Those who go to restaut						urant	?																					
Zone 1 - Stoke-on-Trent																												
Fenton Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley Town Centre	19.0%	140	37.1%	34	0.0%	0	33.7%	36	24.8%	11	20.9%	11	31.3%	8	19.4%	7	15.2%	4	16.8%	16	0.0%	0	2.9%	2	7.9%	9	7.5%	1
Shelton Local Centre	0.1%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Stoke-on-Trent Town Centre	4.6%	34	12.9%	12	0.0%	0	5.3%		10.2%		11.7%	6	2.0%	1	0.0%	0	0.0%	0		1	0.0%	0	2.6%	2	2.1%	2	0.0%	0
Festival Retail Park, Ridge	2.0%	15	1.1%	1	0.0%	0	4.4%	5	0.0%	0	10.8%	6	3.7%	1	1.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	C
House Drive,																												
Stoke-on-Trent																												
Intu Potteries Shopping Centre, City Centre (Hanley)	3.4%	25	10.4%	9	0.0%	0	1.3%	1	6.4%	3	12.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.9%	1	0.0%	0
Zone 2 -																												
Newcastle-under-L																												
yme																												
Audley	0.2%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betley Village Centre	0.5%	3	0.0%	0	15.2%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bignall End	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley	0.7%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.1%	0
Onneley Local Centre	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrinehill Village Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire																												
Moorlands																												
Blythe Bridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forsbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent																												
Adderley Green Local Centre	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	1.3%	10	2.7%	2	0.0%	0	6.3%	7	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park,	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton																												
Meir Town Centre	0.5%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 -																												
Newcastle-under-L																												
<b>yme</b> Etruria Way Retail Park,	0.6%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.070	+	<b></b> 070	-+	0.070	0	0.070	0	0.070	0	0.070	U	0.070	0	0.070	0	0.070	U	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
Zone 4 - Stoke-on-Trent																												
	0.1%	1	0.09/	0	0.0%	0	0.0%	0	1 504	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1 / 0/	0
Springfields Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Newcastle Road,																												
Stoke-on-Trent	0.40/	2	0.00/	0	0.00/	0	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.20/	2	0.00/	0
Trent Vale Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Trentham Local Centre Zone 5 - Staffordshire Moorlands	1.4%	11	3.0%	3	8.0%	1	2.1%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Brown Edge Zone 5 - Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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by Zone (Nulls & SF I Filter	ea, wia)			110	wcas	uc-	unuci		yme a	шu	BUN	L-U	/11-11		inclai	u a	nu Lu	15u		uy							rage	.00
Weighted:										fo	r Nexu	IS	Plann	ing	5												August 20	18
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	ó	Zone 7	,	Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13	i
Burslem Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2		1	0.0%	0		0	1.2%	1	0.0%	0		0	0.0%	0	0.0%	0
Mill Hill Village Centre Zone 6 - Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandyford Tunstall Town Centre <b>Zone 7 -</b>	0.0% 1.3%	0 9	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 4.7%	0 2	0.0% 1.2%	0 1	0.0% 21.8%	0 6	0.0% 2.7%	0 1		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Newcastle-under-L yme																												
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke Village Centre Zone 8 - Staffordshire Moorlands	0.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Biddulph Moor	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.4%	1	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre Zone 8 - Stoke-on-Trent	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	1.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley Green Village Centre Zone 9 - Staffordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorlands	0.00/		0.004	0	0.004	0	0.004	0	0.004	~	0.004	0	0.004	0	0.004	~	0.004	0	1.000		0.004	0	0.000	0	0.004	0	0.004	
Alton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.010	0		0		1	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village Centre Cheadle Town Centre	0.2% 2.0%	1 15	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 2.1%		0.0% 0.0%	0	0.0% 0.0%	0		1	0.0% 0.0%	0		0	1.3% 11.4%	11	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 1.6%	0
Dilhorn Local Centre	0.2%	15	0.0%	0	0.0%	0	2.1% 1.1%	1	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Local Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
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
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%	C
Hollington Village Centre	0.5%	4	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0		Ő		Ő		Ő	3.9%	4	0.0%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	Č
Ipstones Village Centre	0.1%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0		Ő		Ő		Ő	0.9%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Č
Leek Town Centre	5.0%	37	0.0%	Ő	0.0%	Ő	1.1%	1	0.0%	Õ	5.2%	3		0		4		1	25.3%	25	0.0%	Ő	4.4%	3	1.2%	1	0.0%	Č
Stanley Local Centre	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Village Centre	0.4%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Brook Village Centre	0.7%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tean Village Centre Werrington Village Centre	1.1% 0.3%	8 2	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	3.0% 1.3%	3 1	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		0 0	0.0% 0.0%	0 0		0 0	5.1% 0.9%	5 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	C C
Zone 10 - Stafford	0.10/	1	0.00/	0	0.00/	0	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	~	0.00/	0	0.00/	0	0.00/	0	0.00/	
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
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	19.5%	-	0.0%	0 0	0.0% 0.0%	0 0	2.8%	0
Hilderstone Village Centre Oulton Village Centre	0.2% 0.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	1.3% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0 0
Stone Town Centre	0.1% 5.0%	37	0.0% 2.5%	2	0.0%	0	0.0%	11	0.0% 4.1%	2	0.0%	0		1		0		0	0.0%	2	0.0% 41.8%	18	0.0%	0	0.0%	0	0.0% 3.2%	0
Swynnerton Village Centre Zone 11 - Cheshire East	0.2%	2	2.5% 0.0%		0.0%	0	0.0%	0	4.1% 0.0%		0.0%	0		0		0		0	2.1% 0.0%	$\overset{2}{0}$	41.8%	2	0.0%	0	0.0%	0	0.0%	C
Alsager Town Centre	2.5%	19	1.4%	1	2.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	21.6%	14	0.0%	0	0.0%	0
Church Lawton Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
	0.1/0	5	0.070	0	0.070	5	5.070	0	5.070	Ŭ	5.070	5	1.,,5	0	0.070	5	0.070	5	5.070	Ŭ	5.070	5	0.070	Ŭ	5.070	Ŭ	5.070	

Weighted:										foi	r Nexu	is l	Planni	ing	5												August 2	018
	Tota	ıl	Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	1	Zone 12	2	Zone 1	3
Centre																												
Scholar Green Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	
Congleton Town Centre	6.0%	44	2.2%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	11.0%	4	30.1%	7	0.0%	0	0.0%	0	39.2%	26	1.2%	1	0.0%	
Rode Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	
Zone 12 -																												
Newcastle-under-L yme																												
Baldwin's Gate	0.5%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.2%	1	3.7%	
Blackbrook Local Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Chesterton	0.0%	0		0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Clayton Hill Charlton Villaga Contro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0 0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 0	1.2%	1 0	0.0%	
Hill Chorlton Village Centre Keele Village Centre	0.0% 0.6%	4	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.8%	4	1.1% 0.0%	
Knutton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8% 0.0%	4	0.0%	
Newcastle-under-Lyme Town Centre	14.2%	105		-	19.1%	3	7.1%	8	22.9%	10	1.7%	1	4.7%	1	9.4%	4	6.7%	2	3.7%	4	1.3%	1	5.5%	4		63	8.6%	
Stableford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	
Wolstanton	0.2%	6		0		0	0.0%	0	0.0%	0	1.7%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0		4	0.0%	
Zone 13 -	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.770	1	2.070	1	0.070	0	0.070	0	0.070	0	1.070	0	0.070	0	5.070	-	0.070	
Newcastle-under-L																												
yme	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Ashley Heath Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ashley Local Centre	0.1%	1	0.0%	0	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	0.0%	0 0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0%	0	3.9% 4.9%	
Loggerheads Village Centre Zone 13 - Shropshore	0.1%		01070								0.0%				0.0%			÷							0.0%			
Hinstock Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Pipe Gate Local Centre Outside Study Area	0.1%	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	1.4%	
Abroad	0.5%	4	0.0%	0	1.4%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	1.6%	
Alderley Edge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ashbourne Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Birmingham City Centre	0.3%	3	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	
Brewood Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Bridgemere Village Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Brindley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Burston Local Centre	0.1%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	
Buxton Town Centre	0.1%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Central London	0.3%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	
Chester City Centre	0.5%	3	1.4%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.6%	
Crewe Town Centre	0.6% 0.3%	4 2	0.0%	0	14.0% 0.0%	2	$0.0\% \\ 0.0\%$	0	0.0%	0 0	1.2% 0.0%	1 0	0.0%	0	0.0% 0.0%	0	1.7% 0.0%	0	0.0% 2.5%	2	0.0% 0.0%	0	2.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	
Derby City Centre	0.3%	2	0.0% 0.0%	0	0.0%	0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	2.5% 1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dovedale Village Centre Friary Retail Park Stafford	0.2%	1 2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0% 4.0%	2	0.0%	0	0.0%	0	0.0%	
Friary Retail Park, Stafford Holmes Chapel Village	0.2%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 4.0%	2	0.0%	0	0.0%	0	4.0% 0.0%		0.0% 0.0%	0	0.0%	0	0.0%	(
Centre Lichfield City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	(

by Zone (Nulls & SFT Filtered, Wtd)

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

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

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	wcas	tle-	unde	er-L	yme a	anc	l Stok	e-o	n-Tre	ent	Retai	l aı	nd Lei	isu	re Stu	dy	7						Page	103
Weighted:										fo	r Nex	us ]	Plann	ing	5												August 20	)18
	Total	I	Zone 1	1	Zone 2	2	Zone	3	Zone 4	Ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13	;
Q43 Which centre / facilit Those who go to pubs /	• •			•	•		•																					
Zone 1 - Stoke-on-Trent																												
Fenton Town Centre	1.0%	5	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hanley Town Centre	7.4%	39	15.6%	6	2.3%	0	27.0%	21	5.1%	1	20.7%	7	6.9%	1	6.4%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sneyd Green Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Town Centre	5.4%	29	11.9%	5	0.0%	0	5.5%	4	43.9%	13	8.4%	3	2.8%	1	2.2%	1	1.8%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Festival Retail Park, Ridge	0.4%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House Drive,																												
Stoke-on-Trent																												
Intu Potteries Shopping	1.0%	5	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, City Centre																												
(Hanley)																												
Zone 2 -																												
Newcastle-under-L																												
yme	0.00/	•	0.00/	0	14 70/	•	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Audley	0.3%	2	0.0%		14.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 0	0.0%	0	0.0%	0
Betley Village Centre	0.2%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%		0.0%	0	0.0%	$0 \\ 0$	0.0%	0	0.0%		0.0%	0	0.0%	0
Bignall End	0.1% 0.2%	1	0.0%	0	4.5%	1	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%		0.0%	0
Madeley		1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%			0	0.0%	0 0	0.0%	0 0	2.0%	0
Onneley Local Centre	0.1%	2	0.0% 0.0%	0 0	4.5%	1 0	0.0%	0	0.0% 1.9%	0		0	0.0% 0.0%	0	0.0%	1	0.0%	0	0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0
Wrinehill Village Centre Zone 3 - Staffordshire	0.4%	2	0.0%	0	4.2%	0	0.0%	0	1.9%	1	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
Moorlands																												
Blythe Bridge Village Centre	0.5%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forsbrook Village Centre	1.0%	5	0.0%	Õ	0.0%	Õ		5	0.0%	0		0	0.0%	Õ	0.0%	0	0.0%	Õ	0.0%	Õ	0.0%	Õ		Ő	0.0%	0		0
Zone 3 - Stoke-on-Trent																												
Adderley Green Local	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre																												
Dresden District Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	2.5%	13	7.7%	3	0.0%		12.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Meir Retail Park, Uttoxeter	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Road, Meir																												
Meir Town Centre	0.7%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 -																												
Newcastle-under-L																												
yme										-																		
Etruria Way Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent																												
Zone 4 - Stoke-on-Trent	0.001	~	0.000	~	0.001	~	0.001	~	0.001	~	0.000	^	0.001	~	0.00	~	0.00	~	0.00	~	0.00	~	0.001	<u> </u>	0.001	~	0.001	~
Springfields Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Road,																												
Stoke-on-Trent	0.407	-	0.00/	0	0.004	0	0.004	6	1.000		0.004	0	0.004	0	0.004	0	0.004	~	0.004	~	0.004	~	0.004	0		•	0.004	~
Trent Vale Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Trentham Local Centre	2.1%	11	3.6%	1	15.3%	2	6.1%	5	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Zone 5 - Staffordshire																												
Moorlands Prown Edge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Edge	0.3%	1	0.0%	U	0.0%	U	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0

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

Weighted:										fo	r Nexu	IS .	Plann	ing	5												August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Zone 5 - Stoke-on-Trent																												
Burslem Town Centre	1.2%	6	0.0%	0	2.3%	0	0.0%	0	1.9%	1	13.6%	5	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	29.4%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-L vme																												
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harriseahead Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	30.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Talke Village Centre Zone 8 - Staffordshire Moorlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.5%	8	0.0%	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	0.0%	0
Gillow Heath Local Centre Zone 8 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley Green Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Zone 9 - Staffordshire Moorlands																												
Alton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Bank Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	3.5%	19	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0		1	0.0%	0	0.0%		18.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheddleton	0.7%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipstones Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	6.1%	32	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.3%	2	4.8%		33.3%	27	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Oakamoor Village Centre	0.2% 0.2%	1	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0		0	$0.0\% \\ 0.0\%$	0	0.0%	0	1.4% 1.6%	1	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0
Onecote Village Centre Stanley Local Centre	0.2%	6	0.0% 10.0%	4	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 1.7%	1	0.010	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
Tean Village Centre	1.1%	9	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.010	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorncliffe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Hulme Local Centre	0.2%	1	0.0%	Ő	0.0%	ŏ	0.0%	Ő	0.0%	0	0.0%	0		Ő	0.0%	Ő	0.0%	Ő	1.4%	1	0.0%	Ő	0.0%	Ő	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	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	0.010	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.010	0	0.0%	0	0.0%	0	0.0%	0	36.2%	9	0.0%	0	0.0%	0	4.9%	0
Hilderstone Village Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0% 0.0%	0	0.0%	0	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre Swynnerton Village Centre Zone 11 - Cheshire East	3.5% 0.3%	18 1	0.0% 0.0%	0	0.0% 0.0%	0 0	7.9% 0.0%	6 0	5.1% 0.0%	$1 \\ 0$	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	43.1% 0.0%	11 0	0.0% 0.0%	0	0.0% 1.3%	0 1	2.9% 0.0%	0 0
Alsager Town Centre	4.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	37.4%	22	0.0%	0	0.0%	0

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

Weighted:										foi	r Nexu	IS ]	Planni	ng	5												August 2	018
	Tota	1	Zone 1		Zone	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	3
Astbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Scholar Green Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Congleton Town Centre Rode Heath	7.1% 0.5%	37 3	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.1%	0 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.8% 0.0%	1 0	14.0% 0.0%	3 0	34.1% 0.0%	6 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	46.9% 1.7%	27 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Zone 12 - Newcastle-under-L yme																												
Baldwin's Gate	0.3%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Chesterton	0.3%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Clayton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Keele Village Centre	0.1%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	19.8%	105	15.8%	6	12.9%	1	3.3%	3	28.0%	8	9.7%	3	18.6%	3	0.0%	0	0.0%	0	10.4%	8	0.0%	0	1.5%	1	66.8%	70	9.9%	1
Porthill Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wolstanton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	5.3%	6	0.0%	0
Zone 13 -																												
Newcastle-under-L																												
yme	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.00/	0
Ashley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0		0 0	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		14.4% 20.9%	1 2
Loggerheads Village Centre Zone 13 - Shropshore	0.3%		0.0%		0.0%		0.0%		0.0%		0.0%			0	0.0%		0.0%		0.0%		0.0%		0.0%		0.0%			
Hinstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Pipe Gate Local Centre	0.2%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	0
Stoke Heath Local Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Abroad	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	0
Bradwell Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Bucknell Local Centre	0.5%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burston Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Central London	$0.1\% \\ 0.1\%$	0	0.0% 0.0%	0	0.0%	0 0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	2.5% 2.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0
Cheshire Oaks, Ellesmere Port	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.370	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Crewe Town Centre	0.3%	2	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Little Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	1.6%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0
Llandudno Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0
Macclesfield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	Ő	0.0%	ŏ	2.2%	1	0.0%	0	0.0%	0	0.0%	Ő	1.2%	1	0.0%	0	0.0%	0	0.0%	Ő	0.0%	0
Manchester City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	Ő	4.0%	4	0.0%	0
Market Drayton Town Centre	0.5%	3	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	9.8%	1
Nantwich Town Centre	0.3%	2	0.0%	0	5.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Newport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Rugeley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sandbach Town Centre	0.8%	4	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filter	ed, Wtd)	)		Ne	ewcas	stle-	unde	er-L	yme	and	l Stok	ke-o	n-Tı	rent	Retai	il a	nd Le	eisu	re Sti	ıdy	7						Page 1	06
Weighted:										fo	r Nex	us ]	Plan	ning	5												August 20	18
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	7	Zone 8	;	Zone 9		Zone 1	0	Zone 11		Zone 1	12	Zone 13	_
Smallwood Local Centre Stafford Town Centre Swinton Town Centre Other, outside study area Weighted base:	0.1% 1.9% 0.0% 0.8%	1 10 0 4 530	0.0% 0.0% 0.0% 0.0%	0 0 0 0 40	0.0%	0 0 0 0	0.0% 1.5% 0.0% 0.0%	0 1 0 0 78	0.0% 0.0% 0.0% 0.0%	0 0 0 0 29	0.0%	0 0 0 0 34	0.0% 0.0%	0 0 0 0 18	2.2% 0.0% 0.0% 2.2%	1 0 0 1 25		0 0 0 1 18	0.0% 5.9% 0.0% 1.2%	0 5 0 1 80	0.0% 17.1% 0.0% 0.0%	0 4 0 0 25	0.0% 0.0%	0 0 0 0 58	0.0% 0.0% 0.0% 1.3%	0 0 0 1 104	2.5% 0.0%	0 0 0 0 9
Sample:		497		24		36	- 0	42		32		33		33		44		39		50		34		49		49		32
Q44 Which centre / facili Those who go ten pin b				•		owiin	g?																					
Zone 1 - Stoke-on-Trent Tenpin, Festival Park, Etruria Road, Stoke-on-Trent	74.9%	116	100.0%	27	46.5%	1	87.4%	24	100.0%	6	100.0%	14	100.0%	3	100.0%	5	63.1%	4	24.9%	6	0.0%	0	60.9%	5	83.2%	21	26.6%	0
Outside Study Area AMF Bowling, Brixton Way,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	0
Harlescott, Shrewsbury AMF Bowling, Lyme Green Business Park, Macclesfield	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	2	15.5%	4	0.0%	0	39.1%	3	0.0%	0	0.0%	0
AMF Bowling, Torwood	0.7%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Torquay Cinebowl, Dovefields Retail Park, Town Meadows	10.5%	16	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.9%	13	11.7%	1	0.0%	0	0.0%	0	0.0%	0
Way, Uttoxeter Dog Bowl, Whitworth Street West, Manchester	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	4	0.0%	0
Lakeside Superbowl, Phoenix Leisure Park, Crewe	1.2%	2	0.0%	0	53.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0
Namco Funscape, The	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Stretford Tenpin, Greyfriars Place, Stafford	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.3%	4	0.0%	0	0.0%	0	41.0%	1
Weighted base: Sample:		155 97		27 10		3 5		27 11		6 5		14 10		3 4		5 8		6 8		25 12		5 6		7 4		25 8		2 6

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

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Weighted:										fo	r Nexu	<b>S</b> ]	Planni	ng	g												August 2	2018
	Tota	1	Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q45 Which centre / facil Those who play bingo					bingo?																							
Zone 1 - Stoke-on-Trent																												
Fenton Town Centre	8.5%		43.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.010	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Gala Bingo, Albion Square, City Centre (Hanley)	16.6%	8	0.0%	0	0.0%	0	15.5%	2	47.0%	1	0.0%	0	28.4%	1	0.0%	0	0.0%	0	83.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Victoria Road, Fenton	42.2%	21	56.5%	5	58.7%	0	69.1%	7	53.0%	1	33.4%	1	22.5%	1	0.0%	0	63.0%	1	0.0%	0	25.6%	1	34.7%	1	37.0%	3	0.0%	0
Mecca Bingo, Octagon Retail Park, Stoke-on-Trent	20.4%	10	0.0%	0	0.0%	0	15.5%	2	0.0%	0	66.7%	2	0.0%	0	34.1%	0	0.0%	0	0.0%	0	0.0%	0	65.3%	2	63.0%	4	0.0%	0
Zone 2 -																												
Newcastle-under-L																												
<b>yme</b> Audley Town Centre	0.4%	0	0.0%	0	41.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent	0.170	0	0.070	0	11.570	0	0.070	Ŭ	0.070	Ŭ	0.070	Ŭ	0.070	Ŭ	0.070	Ū	0.070	0	0.070	Ŭ	0.070	0	0.070	Ŭ	0.070	Ŭ	0.070	0
Goldenhill Local Centre Zone 8 - Staffordshire Moorlands	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.1%	2	27.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barley Mow, Church Road, Braddocks Hey, Biddulph	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire Easy																												
Community Centre, Sandbach Road North, Alsager	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																												
Gala Bingo, Boshbury Lane, Wolverhampton	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0
Gala Bingo, Queens Retail Park, Stafford	3.7%	2	0.0%	0	0.0%	0		0	,.	0		0		0	0.0%	0			0.0%	0	74.4%	2		0	0.0%	0		0
Scarborough Town Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		10		1		11		2		3		4		1		1		5		2		3		7		0
Sample:		44		5		2		7		4		3		6		3		3		3		2		3		3		0

by Zone (Nulls & SFT Filter Weighted:	red, Wtd)			Ne	wcas	tle-	unde	r-L	yme				on-Tre Plann			l a	nd Lei	isu	re Stu	dy	7						Page August 2	
	Tota	I	Zone	1	Zone 2		Zone	3	Zone 4	1	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Q46 Which centre / facili Those who go to theatr											leries an	d otł	ner cultur	al fa	cilities?													
Zone 1 - Stoke-on-Trent																												
Hanley Town Centre Mitchell Arts Centre, Broad Street, Stoke-on-Trent	0.7% 0.4%	3 2	0.0% 0.0%	0 0	0.0% 2.4%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	9.1% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 10.1%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Potteries Museum & Art Gallery, Bethesda Street,	1.9%	8	3.9%	2	0.0%	0	0.0%	0	7.6%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.2%	1	0.0%	0	0.0%	C
Stoke-on-Trent Regent Theatre, Piccadilly, Stoke-on-Trent	52.5%	228	58.0%	35	34.4%	4	67.0%	44	46.1%	16	63.2%	22	86.0%	10	66.4%	16	59.5%	8	33.0%	17	45.6%	12	32.7%	13	57.6%	28	24.5%	2
Repertory Theatre, Leek Road, Stoke-on-Trent	2.6%	11	6.7%	4		0	2.2%	1	0.0%	0		0		0	2.2%	1			7.2%	4	2.1%	1		1	0.0%	0		0
The Sugarmill, Brunswick Street, Stoke-on-Trent Victoria Hall, Bagnall Street,	1.0% 5.5%	4 24	0.0% 6.7%	0	0.0% 5.4%	0	0.0% 11.3%	0 7	6.0% 9.9%	2		2 2		0	0.0% 0.0%	0	0.0% 5.5%	0	0.0% 1.7%	0	0.0% 2.1%	0		0	0.0% 5.0%	0	0.0% 1.9%	0
Stoke-on-Trent Zone 2 -	01070	2.	01770	·	01170		110,0		21270	U	01370	-	01070	Ŭ	01070	Ū	0.070	-	11770		21170		21070	•	01070	-	11970	0
Newcastle-under-L yme																												
Audley Theatre, Hall Street, Audley, Stoke-on-Trent	0.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0
Betley Village Centre Zone 4 - Stafford	0.4%	2	0.0%		1.7%	0	2.5%	2	0.0%	0		0		0	0.0%	0			0.0%	0	0.0%	0		0	0.0%	0		0
Trentham Estate, Stone Road, Stoke-on-Trent Zone 9 - Staffordshire Moorlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Foxlowe Arts Centre, Stockwell Street, Leek Zone 11 - Cheshire East	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Daneside Theatre, Park Road, Congleton <b>Zone 12 -</b>	0.6%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	C
Newcastle-under-L																												
<b>yme</b> New Vic Theatre, Etruria Road, Newcastle	12.1%	52	7.1%	4	23.1%	3	4.0%	3	10.4%	4	4.0%	1	14.0%	2	8.0%	2	5.5%	1	12.8%	7	14.9%	4	20.9%	9	23.1%	11	32.6%	3
Newcastle-under-Lyme Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
The Brampton Museum, Brampton Park, Newcastle-Under-Lyme	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton Village Centre Outside Study Area	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albert Hall, Peter Street, City Centre, Manchester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcasi	tle-	unde	r-L	yme a		l Stok r Nex					il ai	nd Le	isu	re Stu	ldy	7						Page 10 August 201
	Total	1	Zone 1	L	Zone 2		Zone 3		Zone 4	l	Zone 5	5	Zone (	5	Zone 7	,	Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13
Apollo, Stockport Road, Manchester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	6.5%	2	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buxton Opera House, Water Street, Buxton	1.8%	8	0.0%	0	4.4%	1	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	4.2%	2	0.0%	0	5.5%
Cannock Chase District Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	3.5%	15	6.7%	4	4.4%	1	4.3%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.9%	1	4.9%	3	8.3%	2	0.0%	0	2.8%	1	1.9%
Crewe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%
Derby Theatre, Theatre Walk, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0		0	0.0%	0	0.0%
Festival Drayton Centre, Frogmore Road, Market Drayton	0.5%	2	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%
Llandudno Town Centre	0.4%	2	0.0%	0	1.7%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lowry Theatre, The Quays, Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0		0	0.0%	0	2.7%
Lyceum Theatre, Heath Street, Crewe	1.9%	8	2.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%
Manchester Arena, Victoria Station, Hunts Bank, Manchester	1.4%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	3.9%	2	0.0%	0	2.4%
Manchester Opera House, Quay Street, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
O2 Ritz Manchester, Whitworth Street, Manchester	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%
Palace Theatre, Oxford Street, Manchester	0.9%	4	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.5%	0	1.7%	1	2.1%	1	2.5%	1	0.0%	0	0.0%
Royal Airforce Museum, Lysander Avenue, Cosford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%
Stafford Castle, Newport Road, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%
Stafford Gatehouse Theatre, Eastgate Street, Stafford	1.3%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
The Heritage Centre, Roe Street, Macclesfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Theatre Severn, Frankwell Quay, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Other, outside study area	4.2%	18	2.4%	1	1.7%	0	4.4%	3	10.5%	4	0.0%	0	0.0%	0	4.5%	1	2.5%	0	10.6%	6	6.2%	2	2.5%	1	0.0%	0	5.8%
Weighted base: Sample:		434 460		60 30		13 44		65 41		35 41		34 34		12 25		25 39		14 28		53 36		26 38		41 38		49 26	2

by Zone (Nulls & SFT Filter Weighted:	red, Wtd)			Ne	ewcasi	tle-	unde	r-L	•				on-Tre Planni			la	nd Lei	isu	re Sti	ıdy	,						Page August	e 110 2018
	Tota	1	Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 1	l	Zone	12	Zone	13
Q47 Which centre / facil Those who visit a casin																												
Zone 1 - Stoke-on-Trent																												
Genting Casino, Etruria Road, Stoke-on-Trent	62.1%	17 1	100.0%	7	0.0%	0	100.0%	1	40.6%	1	43.3%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	2	0.0%	0	50.0%	2	0.0%	0
Grosvenor Casino, The Octagon, New Century Street, Stoke-on-Trent Outside Study Area	30.1%	8	0.0%	0	100.1%	0	0.0%	0	0.0%	0	56.7%	3	0.0%	0	100.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Abroad	7.8%	2	0.0%	0	0.0%	0	0.0%	0	59.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		27		7		0		1		4		5		0		2		1		1		2		0		3		0
Sample:		18		3		1		1		3		3		0		2		1		1		1		0		2		0
Q49 How do you normal Those who participate					ure destir	natio	ns?																					
Car / van (as driver)	64.8%	695	48.3%	72	53.4%	15	50.4%	75	56.6%	43	57.7%	42	59.3%	24	65.0%	32	65.9%	26	79.5%	105	80.6%	46	72.4%	66	78.3%	132	83.9%	16
Car / van (as passenger)	12.7%	136	23.0%	34	19.3%	5	18.9%	28	9.0%	7	15.5%	11	20.2%	8	14.2%	7	14.3%	6	6.7%	9	6.4%	4	9.5%	9	3.5%	6	10.3%	2
Bus, minibus or coach	4.6%	49	7.7%	11	4.3%	1	10.4%	16	3.2%	2	8.2%	6	3.3%	1	0.8%	0	2.9%	1	3.6%	5	0.0%	0	4.2%	4	0.6%	1	0.0%	0
Motorcycle, scooter or	0.4%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
moped																												
Walk	7.0%	75	7.9%	12	9.8%	3	4.0%	6	5.4%	4	3.9%	3	7.9%	3	4.6%	2	6.6%	3	10.2%	14	10.3%	6		6	7.6%	13	4.5%	1
Taxi	5.4%	58	6.9%	10	3.0%	1	8.0%	12	12.4%	9		8	8.3%	3	9.4%	5	4.1%	2	0.0%	0	0.8%	0	0.0%	0	3.9%	7	1.3%	0
Train	1.9%	20	0.0%	0	2.9%	1	5.1%	8	1.6%	1	0.0%	0	0.0%	0	3.0%	1	4.9%	2	0.0%	0	2.0%	1	1.9%	2	2.5%	4	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	34	6.3%	9	6.6%	2	0.0%	0	11.0%	8	3.2%	2	0.9%	0	3.1%	2	1.2%	0	0.0%	0	0.0%	0	4.0%	4	3.5%	6	0.0%	0
Weighted base:		1073		149		28		149		76		73		40		49		39		133		57		91		168		19
Sample:		1061		79		84		85		83		76		75		82		82		89		79		78		85		84

by Zone (Nulls & SFT Filter) Weighted:	red, Wtd)	)		Ne	wcas	stle-	unde	er-L	yme a		l Stol r Nex					il a	nd Le	isu	re St	udy	7						Page August 2	
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	l	Zone	5	Zone	6	Zone '	7	Zone 8	;	Zone	9	Zone 1	0	Zone 1	1	Zone 1	2	Zone 1	3
Q50 Which leisure facili	ties wou	ld you	ı like to	see m	ore of i	in the	area? [	MR]																				
Bars / pubs	1.0%	13	0.0%	0	0.6%	0	2.4%	4	0.5%	1	0.0%	0		0	0.9%	1	0.0%	0	0.8%	1	3.4%	2	2.4%	3	0.8%	2	0.0%	0
Better shopping facilities	1.8%	23	0.0%	0	2.0%	1	0.7%	1	5.3%	5	0.0%	0		0	0.0%	0	6.1%	3	0.0%	0	4.7%	3	6.5%	7	0.8%	2	1.5%	0
Bowling alley	2.2%	28	1.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0		1	2.4%	1	1.7%	1	11.6%	18	2.5%	2	2.4%	3	0.0%	0	0.0%	0
Casino	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	5.1%	66	2.1%	4	0.0%	0	7.6%	13	0.0%	0	0.0%	0		1	1.6%	1	0.9%	0		24	12.2%	9	11.6%	13	0.0%	0	1.0%	0
Concert hall / venue	1.6%	21	1.5%	3	0.0%	0	0.7%	1	0.8%	1	2.6%	2	1.5%	1	3.5%	2	0.0%	0	2.5%	4	3.9%	3	0.0%	0	2.2%	4	1.0%	0
Cycle paths / area	1.0%	13	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	0	1.0%	0		0	4.2%	3	0.9%	1	3.0%	6	0.0%	0
Dance facilities	0.4%	5	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.7%	1	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Extreme sports	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (gym)	1.2%	15	0.0%	0	2.0%	1	0.7%	1	0.0%	0	0.9%	1	2.2%	1	6.3%	4	0.0%	0	0.9%	1	3.9%	3	1.6%	2	0.0%	0	6.2%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.7%	35	2.1%	4	1.7%	1	5.5%	10	0.0%	0	3.3%	3	0.0%	0		3	0.0%	0	3.2%	5	2.5%	2	0.8%	1	3.4%	7	0.9%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	3.4%	44	0.6%	1	3.4%	1	3.0%	5	1.3%	1	1.8%	2		0		13	2.7%	1	3.7%	6	2.5%	2	3.4%	4	3.4%	7	2.5%	1
More children facilities / activities	6.1%	79	10.2%	19	8.5%	3	6.6%	12	7.4%	7	8.0%	7		1		7	4.3%	2	4.6%	7	7.8%	6	0.8%	1	3.3%	6	6.3%	2
More sports facilities (football pitches, tennis courts)	2.9%	38	4.2%	8	6.1%	2	2.8%	5	1.1%	1	1.3%	1	1.6%	1	11.6%	7	0.7%	0	4.2%	6	2.5%	2	1.5%	2	0.8%	2	6.8%	2
Museum / art galleries	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.7%	1	0.0%	0
Skateboarding	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Indoor soft play areas	0.3%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Play spaces / park facilites	3.6%	47	5.3%	10	2.3%	1	5.1%	9	6.4%	6	2.7%	2	1.6%	1	9.8%	6	0.7%	0	1.4%	2	5.7%	4	0.0%	0	2.9%	6	0.7%	0
Paintballing	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.6%	34	4.5%	8	0.8%	0	3.0%	5	1.1%	1	0.8%	1	0.9%	0	2.4%	1	2.8%	1	1.7%	3	4.9%	4	2.2%	2	3.0%	6	1.0%	0
Swimming pool	8.4%	109	8.2%	15	7.7%	3	3.6%	6	3.6%	4	16.6%	15	15.1%	8	31.9%	19	2.4%	1	2.3%	3	11.4%	8	13.1%	15	4.9%	9	7.7%	2
Theatre	1.0%	12	0.0%	0	0.0%	0	2.0%	3	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	6.4%	5	0.9%	1	0.6%	1	0.9%	0
Bingo	0.7%	9	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling green	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Golf course / club	0.6%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.8%	1	0.7%	1	0.0%	0
Library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Mini golf	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better green spaces	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0		0		0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.4%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	0		0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Trampoline centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village hall / community centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Water park	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	2.7%	1
Youth club	0.7%	10	0.0%	0	0.9%	0	3.2%	6	0.0%	0	0.9%	1	0.0%	0		0	0.7%	0	0.8%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0
(None)	59.6%	776	64.3%	117	68.8%	23	52.3%	93	65.6%	65	60.0%	54	66.2%	35	45.0%	27	77.7%	37	55.3%	85	59.4%	43	50.0%	57	64.1%	124	61.5%	16
(Don't know)	7.2%	93	6.4%	12	7.3%	2	12.5%	22	9.6%	10	4.7%	4	7.1%	4	4.1%	2	0.9%	0	7.0%	11	3.0%	2	7.9%	9	6.0%	12	13.4%	3
Weighted base: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101
Sample.		1502		100		100		100		101		100		100		100		100		100		100		100		100		101

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

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

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Weighted	,								J	foi	r Nexu	ן 16	Plann	ina	 F			100									A manual 2	
Weighted:	Total	1	Zone	1	Zone	2	Zone 3	1	Zone 4		Zone 5	19 1	Zone 6	- C	Zone 7		Zone 8		Zone	0	Zone 1	0	Zone 1	1	Zone 12	,	August 2 Zone 1	
	Total	L	Lone	1	Lone	2	Lone	,	Zone -	•	Zone 5		Zone	,	Zone 7		Zone o	•	Zone	,	Lone 1	U	Zone i	1	Zone 12	-	Zone 1	5
PC Postcode sector:																												
CW12 1	0.4%	5	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		5	0.0%	0	0.0%	0
CW12 2	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	18	0.0%	0	0.0%	0
CW12 3	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17	0.0%	0	0.0%	0
CW12 4	0.9%	12	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		10.3%	12	0.0%	0	0.0%	0
CW3 9	1.3%	17	0.0%			17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 2	0.7%	10	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 3	0.2%	2	1.3%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 4	0.7%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 5	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1 6	2.6%	34	18.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST10 1	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		18.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST10 2	0.9%	11	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST10 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST10 4	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		14.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST11 9	4.0%	53	0.0%	0	0.0%	0	29.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST12 9	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	10.5%	8	0.0%	0	0.0%	0	0.0%	0
ST13 5	2.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		17.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST13 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST13 7	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST13 8	1.8%	24	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		15.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST15 0	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	14	0.0%	0	0.0%	0	0.0%	0
ST15 8	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	28	0.0%	0	0.0%	0	0.0%	0
ST2 0	1.0%	13	7.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST2 7	1.8%	24	13.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST2 8	1.3%	17	9.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST2 9	1.1%	14	7.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST216	1.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	22	0.0%	0	0.0%	0	0.0%	0
ST3 1	1.4%	19	0.0%	0	0.0%	0	10.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST3 2	1.3%	17	0.0%	0	0.0%	0	9.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST3 3	$0.8\% \\ 0.9\%$	10	0.0%	0 0	0.070	0 0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0
ST3 4 ST3 5	0.9% 2.0%	12 25	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	6.9% 14.4%	12 25	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0
ST3 6	2.0% 0.9%	12	0.0%	0		0	6.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST3 7	2.2%	29	0.0%	0	0.0%	0	0.3% 16.4%	29		0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0	0.0%	0	0.0%	0
ST4 1	2.2% 0.1%	29 1	0.0%	0	0.0%	0	0.0%	29	0.0% 0.8%	1	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0
ST4 2	0.1%	2	1.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 2 ST4 3	0.2% 4.2%	2 55	1.3% 30.4%	2 55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 5 ST4 4	4.2% 1.1%	55 15	0.0%	55 0		0	0.0%	-	0.0% 14.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 5	1.1%	15	0.0%	0	0.0%	0	0.0%	0	14.7% 19.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 6	0.7%	19	0.0%	0	0.0%	0	0.0%	0	19.4% 9.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 0 ST4 7	0.7%	10 6	0.0%	0	0.0%	0	0.0%	0	9.7% 6.3%	10 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 8	0.3%	49		-		0		0		49	0.0%	0		0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5 0			0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	49.1% 0.0%	49		0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0		30	0.0%	0
	2.3% 0.2%	30 2		0		0	0.0%	0			0.0%	0		0		0		0		0		0		0	15.6%	30 2	0.0%	0
ST5 1		-	0.0%		0.0%		0.0%		0.0%	0	0.0%		0.0%		0.0%	-	0.0%	0	0.0%		0.0%		0.0%		1.3%			
ST5 2	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	0.0%	0

by Zone (Nulls & SFT Filtered, Wtd)

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

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Weighted:										fo	r Nex	us	Plan	ning	5												August	2018
	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone 4		Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone 1	0	Zone 1	1	Zone	12	Zone	13
ST5 3	3.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		20.5%	40	0.0%	0
ST5 4 ST5 5	1.0% 0.3%	12	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.4% 2.1%	12	$0.0\% \\ 0.0\%$	0 0
ST5 6	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1% 6.7%	13	0.0%	0
ST5 0 ST5 7	1.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		13.1%	25	0.0%	0
ST5 8	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		17.1%	33	0.0%	0
ST5 9	1.4%	18	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0		0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	9.4%	18	0.0%	0
ST6 1	0.9%	12	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%		12.9%	12	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	õ
ST6 2	0.3%	3	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő		3	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	0
ST6 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 4	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 5	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 6	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 7	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 8	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 1	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 2	2.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	33	0.0%	0	0.0%	0
ST7 3	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	30	0.0%	0	0.0%	0
ST7 4	3.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7 8	1.3%	17	0.0%	0	49.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST8 6	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST8 7	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST9 0	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST9 9	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	9.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF9 2	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		40.1%	10
TF9 4	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.9%	15
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101

## **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.



Newcastle-under-Lyme Town Centre Healthcheck

#### 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.

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

#### Table 2 Newcastle-under-Lyme Town Centre Unit Composition

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.



Newcastle-under-Lyme Town Centre Healthcheck

#### Table 3 Newcastle-under-Lyme Town Centre Facilities

<b>Type of Provisi</b>	on	Total
Key Anchor Stores	Morrisons, Sports Direct and Sainsburys	
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	32
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	<ul> <li>there are 337 units comprising a total gross floorspace of 89,740 sq.m.</li> <li>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.</li> <li>Newcastle-under-Lyme serves a diverse catchment area, with operators and services geared towards residents and the resident student population.</li> </ul>
	• 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 <u>https://www.stokesentinel.co.uk/news/stoke-on-trent-news/five-new-stores-cafe-set-8245538</u>



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



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 multistorey 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;
  - o 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;
  - $\circ$  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:



	<ul> <li>Community and place – interventions include improvements to high street infrastructure, green spaces, energy efficiency and getting about;</li> </ul>
	<ul> <li>Supporting Local Business – interventions include support for the visitor economy, enhancing digital skills in the market place and supporting innovation and R&amp;D and</li> <li>People and Skills – interventions include skills and training aimed at reducing worklessness and improving digital skills in the</li> </ul>
	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 SafetyNewcastle-under-Lyme is an attractive and well-maintained centre, with no<br/>evidence of graffiti, vandalism or anti-social behaviour and little evidence of<br/>littering at the time of our visit. The pedestrianised areas of the centre and the area<br/>around the bus stations on Merrial Street and Barracks Road ensure a high level<br/>of natural and passive surveillance, and a lack of passing traffic throughout much<br/>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.

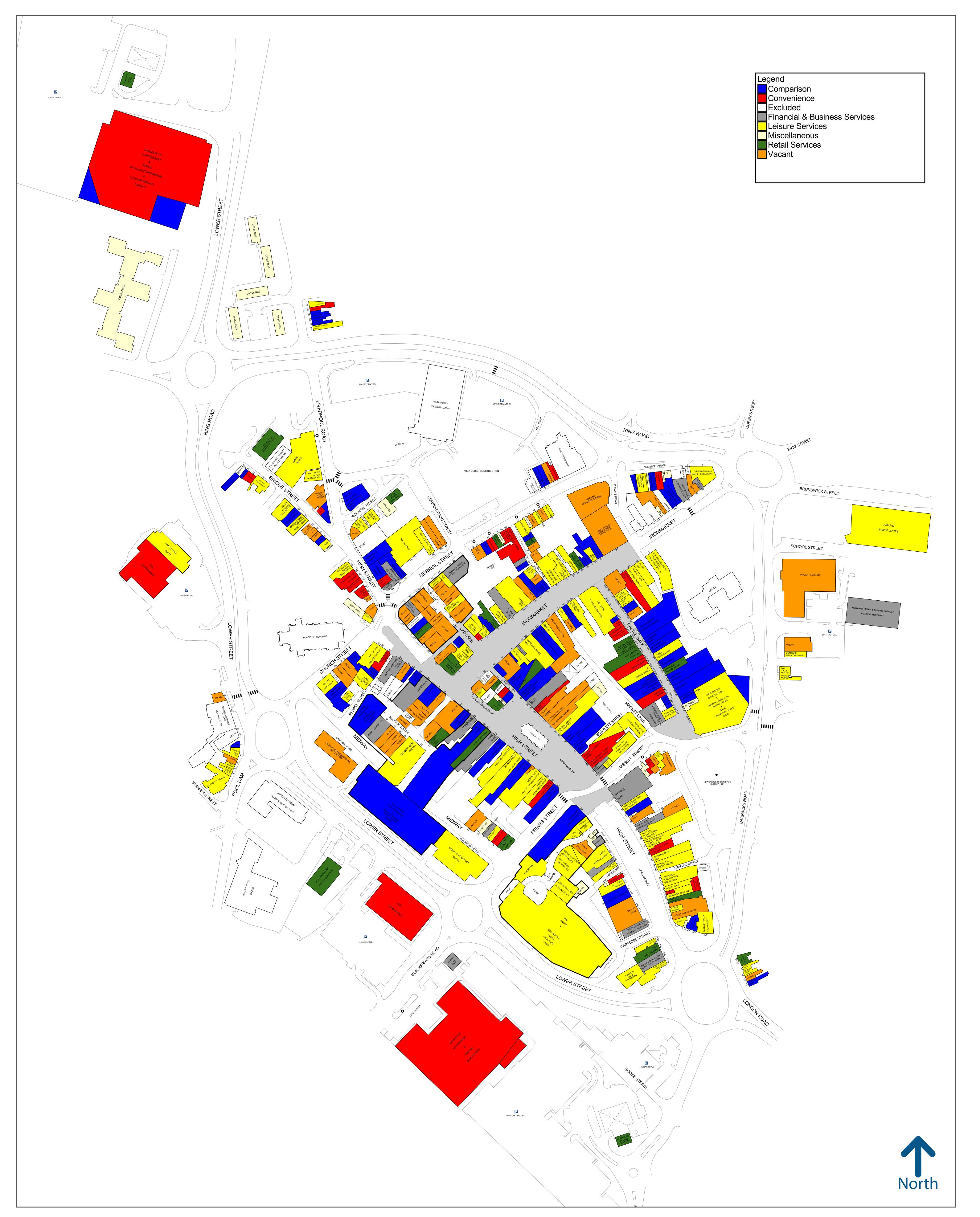
Overall, Newcastle-under-Lyme is a pleasant centre in which to spend time, with an attractive and well-maintained public realm. The historic buildings in the centre provide further interest for visitors, and the managed areas along Castle Walk are of high quality. The area to the north of Merrial Street, 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.







# 50 metres



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#### **Kidsgrove Town Centre**

Description

Kidsgrove is located approximately 8 kilometres to the north of Newcastleunder-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 Newcastleunder-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 topup 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 3:** Liverpool Road, one of the main shopping streets, provides for mainly independent retail and service operators

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



**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.* 

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

#### Table 2 Kidsgrove Town Centre Unit Composition

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.

VacanciesThe number of vacant units recorded in Kidsgrove has doubled since 2018<br/>from five (6.4% of the total commercial units in the centre) to ten (12.3%).<br/>The increase is even more significant in terms of vacant floorspace, which<br/>has increased from 363 sq.m in 2018 (3.6% of the total) to 1,119 sq.m in<br/>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 <u>https://www.newcastle-staffs.gov.uk/downloads/file/2158/reinvigorating-our-historic-canal-and-industrial-town</u>



	<ul> <li>planting displays to complement traditional florals in town centre public spaces.</li> <li>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.</li> </ul>
Pedestrian Flows	<ul> <li>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.</li> <li>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.</li> </ul>
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.





## **Kidsgrove Town Centre**

Newcastle-under-Lyme Retail Study