

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q01 At which store or shop did you do your household's last main food and grocery shopping ? | | | | | | | | | | | | |
| Aldi, Brownhills Road, Tunstall | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Liverpool Road, Kidsgrove | 3.0% | 15 | 1.0% | 1 | 1.0% | 1 | 13.0% | 13 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Newcastle Road, Stoke-on-Trent | 1.2% | 6 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 1.0% | 1 |
| Aldi, Victoria Road, Berry Hill, Fenton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Asda, Ashbourne Road, Cheadle, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Scotia Road, Tunstall | 2.6% | 13 | 2.0% | 2 | 0.0% | 0 | 11.0% | 11 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 9.2% | 46 | 17.0% | 17 | 12.0% | 12 | 12.0% | 12 | 4.0% | 4 | 1.0% | 1 |
| Co-operative, Mayne Street, Hanford | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Iceland, Booth Park, London Road, Stoke-on-Trent | 1.0% | 5 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Lidl, Booth Park, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Lidl, Lower Street, Newcastle-under-Lyme | 0.6% | 3 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Towers Lane, Market Drayton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Morrisons, Bridestone Shopping Centre, Congleton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent City Centre (Hanley) | 2.6% | 13 | 1.0% | 1 | 1.0% | 1 | 5.0% | 5 | 5.0% | 5 | 1.0% | 1 |
| Morrisons, Goose Street, Newcastle-under-Lyme | 6.2% | 31 | 13.0% | 13 | 7.0% | 7 | 0.0% | 0 | 7.0% | 7 | 4.0% | 4 |
| Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme | 14.2% | 71 | 24.0% | 24 | 33.0% | 33 | 9.0% | 9 | 3.0% | 3 | 2.0% | 2 |
| Morrisons, Maer Lane, Market Drayton | 11.4% | 57 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 55.4% | 56 |
| Morrisons, Mill Street, Stone | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Morrisons, Newcastle Road, Leek | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Morriss Square, Wolstanton | 0.6% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Stafford Street, Market Drayton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 |
| Netto, Victoria Road, Berry Hill, Fenton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Sainsburys, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.6% | 3 | 0.0% | 0 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Liverpool Road, Newcastle-under-Lyme | 8.4% | 42 | 20.0% | 20 | 14.0% | 14 | 2.0% | 2 | 2.0% | 2 | 4.0% | 4 |
| Sainsburys, Minton House, London Road, Stoke-on-Trent | 4.4% | 22 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 | 18.0% | 18 | 0.0% | 0 |
| Sainsburys, Wharf Road, Biddulph | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Amison Street, Longton Meir | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 |
| Tesco Express, Church Street, Audley | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 2.2% | 11 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 9.0% | 9 | 0.0% | 0 |
| Tesco Extra, Clough Street, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 7.4% | 37 | 0.0% | 0 | 1.0% | 1 | 35.0% | 35 | 0.0% | 0 | 1.0% | 1 |

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| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | |
|---|-------|--------|------|--------|------|--------|------|--------|-------|--------|------|-----|
| Tesco, Lysander Road, Meir, Stoke-on-Trent | 1.4% | 7 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 |
| Tesco, Newcastle Road, Stoke-on-Trent | 6.0% | 30 | 8.0% | 8 | 3.0% | 3 | 0.0% | 0 | 18.0% | 18 | 1.0% | 1 |
| Other Shops, Kidsgrove Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Market Drayton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Other Shops, Newcastle-under-Lyme Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 3.2% | 16 | 3.0% | 3 | 2.0% | 2 | 1.0% | 1 | 5.0% | 5 | 5.0% | 5 |
| Asda, Donnington Wood, Telford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Asda, Victoria Centre, Crewe | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Church Street, Audley | 0.4% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Crewe Road, Haslington | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Ecclesall Road, Loggerheads | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Iceland, Cheshire Street, Market Drayton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Iceland, Hale Top, Wythenshaw, Manchester | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Grand Junction Way, Crewe | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Nantwich | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Morrisons, Whitchurch Street, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Other Shops, Mow Cap | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Nantwich | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys Local, Shrewsbury Road, Market Drayton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Sainsburys, Meole Brace Retail Park, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Sainsburys, Middlewich Road, Nantwich | 0.6% | 3 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Express, Haygate Road, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Extra, Cattle Market, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco, Lockitt Street, Crewe | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Wrekin Retail Park, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Waitrose, Audley Road, Newport | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 |
| Waitrose, Flat Lane, Sandbach | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| (Don't do this type of shopping) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Q01A Which retailer did you shop online with?

Those who said Internet at Q01

| | | | | | | | | | | | | |
|------------------|-------|----|-------|---|-------|---|--------|---|-------|---|-------|---|
| Asda | 50.0% | 8 | 66.7% | 2 | 50.0% | 1 | 100.0% | 1 | 40.0% | 2 | 40.0% | 2 |
| Ocado (Waitrose) | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 |
| Sainsbury's | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 |
| Tesco | 37.5% | 6 | 33.3% | 1 | 50.0% | 1 | 0.0% | 0 | 20.0% | 1 | 60.0% | 3 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 16 | | 3 | | 2 | | 1 | | 5 | | 5 |

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|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q02 While you were on your last main food shop at (STORE MENTIONED AT Q01) did you, (or anyone else with you) carry out any of the following activities? | | | | | | | | | | | | |
| <i>Those who do a main food shop at Q01 but not those who said Internet</i> | | | | | | | | | | | | |
| Go to Bank, Post Office, Building Society or Cash Point | 21.3% | 103 | 17.5% | 17 | 22.4% | 22 | 10.1% | 10 | 21.3% | 20 | 35.8% | 34 |
| Get Petrol | 32.9% | 159 | 23.7% | 23 | 35.7% | 35 | 25.3% | 25 | 34.0% | 32 | 46.3% | 44 |
| Go shopping for other food items | 18.4% | 89 | 16.5% | 16 | 11.2% | 11 | 17.2% | 17 | 26.6% | 25 | 21.1% | 20 |
| Go shopping for non food items | 25.1% | 121 | 22.7% | 22 | 20.4% | 20 | 22.2% | 22 | 25.5% | 24 | 34.7% | 33 |
| Go window shopping / browsing | 12.4% | 60 | 10.3% | 10 | 12.2% | 12 | 10.1% | 10 | 18.1% | 17 | 11.6% | 11 |
| Go to hairdressers, dry cleaners, or other service | 2.3% | 11 | 2.1% | 2 | 1.0% | 1 | 3.0% | 3 | 3.2% | 3 | 2.1% | 2 |
| Use sports / leisure, entertainment or arts and cultural facilities (including library, cafe etc) | 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 |
| Go swimming | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Go to a cafe | 4.8% | 23 | 4.1% | 4 | 9.2% | 9 | 0.0% | 0 | 5.3% | 5 | 5.3% | 5 |
| Use a gym | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use a restaurant | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use a sunbed | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use the library | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 2.1% | 2 |
| (Nothing else) | 34.0% | 164 | 43.3% | 42 | 29.6% | 29 | 43.4% | 43 | 31.9% | 30 | 21.1% | 20 |
| Base: | | 483 | | 97 | | 98 | | 99 | | 94 | | 95 |

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| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q03 Is there any other store or shop at which you do your main food and grocery shopping ? | | | | | | | | | | | | |
| <i>Those who do a main food shop at Q01 but not those who said Internet</i> | | | | | | | | | | | | |
| Aldi, Brownhills Road, Tunstall | 0.6% | 3 | 2.1% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Liverpool Road, Kidsgrove | 1.9% | 9 | 0.0% | 0 | 3.1% | 3 | 6.1% | 6 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Newcastle Road, Stoke-on-Trent | 0.6% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent | 1.2% | 6 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 5.3% | 5 | 0.0% | 0 |
| Aldi, Victoria Road, Berry Hill, Fenton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Asda, Scotia Road, Tunstall | 2.9% | 14 | 0.0% | 0 | 1.0% | 1 | 13.1% | 13 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 5.8% | 28 | 6.2% | 6 | 6.1% | 6 | 14.1% | 14 | 1.1% | 1 | 1.1% | 1 |
| Co-operative, Mayne Street, Hanford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Co-operative, Unit 3, High Street, Wolstanton | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Boothan Park, London Road, Stoke-on-Trent | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Iceland, Roebuck Centre, Newcastle-under-Lyme | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Boothan Park, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Lidl, High Street, Tunstall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Lower Street, Newcastle-under-Lyme | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Lidl, Towers Lane, Market Drayton | 2.1% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.5% | 10 |
| Marks & Spencer Simply Food, Upper Market Square, Stoke-on-Trent City Centre (Hanley) | 1.0% | 5 | 2.1% | 2 | 1.0% | 1 | 1.0% | 1 | 1.1% | 1 | 0.0% | 0 |
| Morrisons, Bridestone Shopping Centre, Congleton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Goose Street, Newcastle-under-Lyme | 3.7% | 18 | 10.3% | 10 | 5.1% | 5 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 |
| Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme | 5.8% | 28 | 11.3% | 11 | 10.2% | 10 | 5.1% | 5 | 1.1% | 1 | 1.1% | 1 |
| Morrisons, Maer Lane, Market Drayton | 1.9% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.5% | 9 |
| Morrisons, Mill Street, Stone | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 |
| Netto, Morriss Square, Wolstanton | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Netto, Stafford Street, Market Drayton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Sainsburys, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Liverpool Road, Newcastle-under-Lyme | 3.5% | 17 | 10.3% | 10 | 1.0% | 1 | 2.0% | 2 | 1.1% | 1 | 3.2% | 3 |
| Sainsburys, Minton House, London Road, Stoke-on-Trent | 3.3% | 16 | 1.0% | 1 | 3.1% | 3 | 0.0% | 0 | 12.8% | 12 | 0.0% | 0 |
| Sainsburys, Wharf Road, Biddulph | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Tesco Express, Amison Street, Longton Meir | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Tesco Express, Hartshill Road, Hartshill, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Tesco Extra, Bath Road, Longton | 1.7% | 8 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 5.3% | 5 | 1.1% | 1 |

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|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Tesco Extra, Clough Street, Stoke-on-Trent City Centre (Hanley) | 0.8% | 4 | 3.1% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Tesco, Barn Road, Congleton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 3.9% | 19 | 0.0% | 0 | 1.0% | 1 | 18.2% | 18 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Lysander Road, Meir, Stoke-on-Trent | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 2.5% | 12 | 4.1% | 4 | 2.0% | 2 | 0.0% | 0 | 4.3% | 4 | 2.1% | 2 |
| Other Shops, Kidsgrove Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Market Drayton Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Other Shops, Newcastle-under-Lyme Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 1.2% | 6 | 2.1% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 |
| Aldi, Grooms Alley, Wellington | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Aldi, Station Road, Nantwich | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Donnington Wood, Telford | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 4 |
| Co-operative, Ecclesall Road, Loggerheads | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Iceland, Cheshire Street, Market Drayton | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 4 |
| Morrisons, Station Road, Nantwich | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Other Shops, Audley | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Betley | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Sainsburys, Middlewich Road, Nantwich | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Sainsburys, Telford Forge Retail Park, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Somerfield, High Street, Newport | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Tesco Extra, Baths Road, Longton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Tesco Extra, Cattle Market, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Tesco Extra, Newcastle Road, Stoke on Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Tesco, Cattle Market, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Tesco, White Lion Meadow, Whitchurch | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Waitrose, Audley Road, Newport | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 |
| Waitrose, Flat Lane, Sandbach | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 4.3% | 21 | 2.1% | 2 | 8.2% | 8 | 4.0% | 4 | 1.1% | 1 | 6.3% | 6 |
| (No other store mentioned) | 38.1% | 184 | 38.1% | 37 | 49.0% | 48 | 27.3% | 27 | 43.6% | 41 | 32.6% | 31 |
| Base: | | 483 | | 97 | | 98 | | 99 | | 94 | | 95 |

Q04 How do you normally travel to do your main food shopping?

Those who do a main food shop at Q01 but not those who said Internet

| | | | | | | | | | | | | |
|---------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car-driver | 79.9% | 386 | 74.2% | 72 | 79.6% | 78 | 83.8% | 83 | 75.5% | 71 | 86.3% | 82 |
| Car-passenger | 13.7% | 66 | 18.6% | 18 | 14.3% | 14 | 10.1% | 10 | 16.0% | 15 | 9.5% | 9 |
| Bus / coach | 2.5% | 12 | 2.1% | 2 | 5.1% | 5 | 2.0% | 2 | 1.1% | 1 | 2.1% | 2 |
| Train | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Taxi | 1.0% | 5 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 1.1% | 1 | 2.1% | 2 |
| Walk | 2.3% | 11 | 3.1% | 3 | 0.0% | 0 | 2.0% | 2 | 6.4% | 6 | 0.0% | 0 |
| Bicycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use internet / get it delivered | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.6% | 3 | 1.0% | 1 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 483 | | 97 | | 98 | | 99 | | 94 | | 95 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|-------|--------|--------|--------|--------|--------|
| Q05 Where do you normally start your main food shopping trip from? | | | | | | |
| <i>Those who do a main food shop at Q01 but not those who said Internet</i> | | | | | | |
| Home | 89.0% | 430 | 86.6% | 84 | 89.8% | 88 |
| Work | 7.0% | 34 | 6.2% | 6 | 8.2% | 8 |
| School | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 |
| Leisure Activity | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 |
| Elsewhere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Relatives / friends house | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 3.1% | 15 | 5.2% | 5 | 2.0% | 2 |
| Base: | | 483 | | 97 | | 98 |
| | | | | | 99 | |
| | | | | | 94 | 95 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q06 In addition to your main food shopping, which store or shop did you last visit for small scale / top-up shopping for things like bread, milk or newspapers? | | | | | | | | | | | | |
| Aldi, Brownhills Road, Tunstall | 0.4% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Liverpool Road, Kidsgrove | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Newcastle Road, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Aldi, Stanley Matthews Way, Trentham, Stoke-on-Trent | 1.8% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.0% | 9 | 0.0% | 0 |
| Aldi, Victoria Road, Berry Hill, Fenton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Asda, Scotia Road, Tunstall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 1.6% | 8 | 5.0% | 5 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 |
| Co-operative, 1/2 Westbury Centre, Westbury Road, Newcastle Under Lyme | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Cedar Avenue, Kidsgrove | 2.6% | 13 | 2.0% | 2 | 0.0% | 0 | 11.0% | 11 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Christchurch Street, Fenton | 0.4% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Hartshill Road, Hartshill, Stoke-on-Trent | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Co-operative, High Street, Maybank | 1.0% | 5 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, High Street, Talke | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Mayne Street, Hanford | 4.2% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.0% | 21 | 0.0% | 0 |
| Co-operative, The Parade, Silverdale | 1.4% | 7 | 4.0% | 4 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Unit 1, Anchor Road, Longton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Co-operative, Unit 3, High Street, Wolstanton | 1.2% | 6 | 5.0% | 5 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Whitehill Road, Whitehill | 3.0% | 15 | 0.0% | 0 | 0.0% | 0 | 15.0% | 15 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Boothen Park, London Road, Stoke-on-Trent | 0.6% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Iceland, Roebuck Centre, Newcastle-under-Lyme | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Boothen Park, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Lidl, Towers Lane, Market Drayton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Marks & Spencer Simply Food, Upper Market Square, Stoke-on-Trent City Centre (Hanley) | 0.8% | 4 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Morrisons, Goose Street, Newcastle-under-Lyme | 1.8% | 9 | 6.0% | 6 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme | 3.2% | 16 | 9.0% | 9 | 4.0% | 4 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 |
| Morrisons, Maer Lane, Market Drayton | 3.6% | 18 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 15.8% | 16 |
| Netto, Morriss Square, Wolstanton | 1.6% | 8 | 8.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Netto, Stafford Street, Market Drayton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Sainsburys, Liverpool Road, Newcastle-under-Lyme | 2.2% | 11 | 8.0% | 8 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Sainsburys, Minton House, London Road, Stoke-on-Trent | 2.8% | 14 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 12.0% | 12 | 0.0% | 0 |
| Sainsburys, Wharf Road, Biddulph | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Amison Street, Longton Meir | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | |
|---|-------|--------|------|--------|------|--------|-------|--------|------|--------|-------|----|
| Tesco Express, Biddulph Road, Stoke-on-Trent | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Church Street, Audley | 1.4% | 7 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Extra, Bath Road, Longton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Tesco Extra, Clough Street, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 4.4% | 22 | 0.0% | 0 | 1.0% | 1 | 21.0% | 21 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Lysander Road, Meir, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 1.6% | 8 | 3.0% | 3 | 1.0% | 1 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 |
| Other Shops, Biddulph Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Other Shops, Kidsgrove Town Centre | 1.6% | 8 | 0.0% | 0 | 3.0% | 3 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Longton Town Centre | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Other Shops, Market Drayton Town Centre | 2.2% | 11 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 9.9% | 10 |
| Other Shops, Newcastle-under-Lyme Town Centre | 2.4% | 12 | 6.0% | 6 | 4.0% | 4 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Other Shops, Stoke Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Other Shops, Stoke-on-Trent City Centre (Hanley) | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 |
| Other Shops, Tunstall Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Barbridge Road, Chesterton | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Church Street, Audley | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Ecclesall Road, Loggerheads | 4.0% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.8% | 20 |
| Co-operative, High Street, Dawley | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Co-operative, London Road, Chesterton | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Oxford Road, Basford | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, The Moss, Morningside | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-operative, Windermere Road, Clayton | 0.6% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Dalelands West, Market Drayton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Iceland, Cheshire Street, Market Drayton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 |
| Marks & Spencer, Grand Junction Way, Crewe | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Morrisons, Station Road, Nantwich | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| One Stop, Newcastle Road, Madeley | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Audley | 1.0% | 5 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Baldwins Gate | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Other Shops, Betley | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Bignall End | 0.4% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Bridgemere | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Other Shops, Butt Lane | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Chesterton | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Cheswardine | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Other Shops, Crewe | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Fenton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Other Shops, Hanford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Other Shops, Hinstock | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Other Shops, Keele | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Leek | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Madeley | 1.2% | 6 | 1.0% | 1 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Maybank | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Mow Cap | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | |
|--|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Other Shops, Talke | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Ternhill | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Other Shops, Trentham | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Other Shops, Wolstanton | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Shops, Woore | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Premier, Masterson Street, Stoke on Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Somerfield, High Street, Newport | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Spar, Chivelstone Grove, Trentham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Extra, Baths Road, Longton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Extra, Cattle Market, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Waitrose, Audley Road, Newport | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| (Don't know / can't remember) | 2.8% | 14 | 2.0% | 2 | 5.0% | 5 | 3.0% | 3 | 4.0% | 4 | 0.0% | 0 |
| (Don't do this type of shopping) | 20.2% | 101 | 15.0% | 15 | 29.0% | 29 | 17.0% | 17 | 14.0% | 14 | 25.7% | 26 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|-----|
| Q07 In which town or location do you buy most of your household's non-food shopping? | | | | | | | | | | | | |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 0.8% | 4 | 2.0% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 2.4% | 12 | 2.0% | 2 | 1.0% | 1 | 3.0% | 3 | 6.0% | 6 | 0.0% | 0 |
| Freepoint Talke Outlet Mall, Pit Lane, Talke Pits | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.6% | 3 | 2.0% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Biddulph Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Burslem Town Centre | 0.4% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre | 1.0% | 5 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Congleton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 4.0% | 20 | 0.0% | 0 | 14.0% | 14 | 5.0% | 5 | 0.0% | 0 | 1.0% | 1 |
| Handforth Dean | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Kidsgrove Town Centre | 3.6% | 18 | 0.0% | 0 | 1.0% | 1 | 17.0% | 17 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 2.2% | 11 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 10.0% | 10 | 0.0% | 0 |
| Manchester City Centre | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 4.0% | 4 | 0.0% | 0 |
| Market Drayton Town Centre | 7.8% | 39 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 37.6% | 38 |
| Newcastle-under-Lyme Town Centre | 29.7% | 149 | 64.0% | 64 | 46.0% | 46 | 13.0% | 13 | 16.0% | 16 | 9.9% | 10 |
| Shrewsbury Town Centre | 1.6% | 8 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 6.9% | 7 |
| Stafford Town Centre | 1.6% | 8 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 4.0% | 4 |
| Stoke Town Centre | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 21.6% | 108 | 16.0% | 16 | 16.0% | 16 | 40.0% | 40 | 33.0% | 33 | 3.0% | 3 |
| Stone Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Telford Town Centre | 3.0% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.9% | 15 |
| Tunstall Town Centre | 1.6% | 8 | 0.0% | 0 | 1.0% | 1 | 7.0% | 7 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 3.6% | 18 | 7.0% | 7 | 2.0% | 2 | 3.0% | 3 | 4.0% | 4 | 2.0% | 2 |
| Bilston Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Cheadle Town Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 |
| Hanley Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 |
| Liverpool City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Loggerheads Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nantwich Town Centre | 1.6% | 8 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Newport Town Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 |
| Trafford Centre, Manchester | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Trentham District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Woore Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 4.2% | 21 | 1.0% | 1 | 7.0% | 7 | 2.0% | 2 | 4.0% | 4 | 6.9% | 7 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q08 While you were last non-food shopping at (LOCATION MENTIONED AT Q07) did you, (or anyone else with you) carry out any of the following activities? | | | | | | | | | | | | |
| <i>Not those who said Internet / mail order / catalogue at Q08</i> | | | | | | | | | | | | |
| Go to Bank, Post Office, Building Society or Cash Point | 36.0% | 174 | 37.6% | 35 | 36.7% | 36 | 39.2% | 38 | 35.4% | 34 | 31.3% | 31 |
| Get Petrol | 12.8% | 62 | 8.6% | 8 | 13.3% | 13 | 12.4% | 12 | 7.3% | 7 | 22.2% | 22 |
| Go shopping for food items | 15.1% | 73 | 5.4% | 5 | 25.5% | 25 | 12.4% | 12 | 12.5% | 12 | 19.2% | 19 |
| Go window shopping / browsing | 32.5% | 157 | 17.2% | 16 | 46.9% | 46 | 40.2% | 39 | 29.2% | 28 | 28.3% | 28 |
| Go to hairdressers, dry cleaners, or other service | 6.4% | 31 | 4.3% | 4 | 7.1% | 7 | 10.3% | 10 | 5.2% | 5 | 5.1% | 5 |
| Use sports / leisure, entertainment or arts and cultural facilities (including library, cafe etc) | 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 |
| Go dancing | 0.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go swimming | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go to a cafe | 12.2% | 59 | 9.7% | 9 | 18.4% | 18 | 5.2% | 5 | 11.5% | 11 | 16.2% | 16 |
| Go to a pub | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Go to the cinema | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Meeting family / friends | 1.0% | 5 | 2.2% | 2 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 |
| Use a gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use a restaurant | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 1.0% | 1 | 1.0% | 1 |
| Use a sunbed | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use the library | 1.2% | 6 | 1.1% | 1 | 2.0% | 2 | 2.1% | 2 | 0.0% | 0 | 1.0% | 1 |
| (Nothing else) | 35.8% | 173 | 45.2% | 42 | 27.6% | 27 | 29.9% | 29 | 38.5% | 37 | 38.4% | 38 |
| Base: | | 483 | | 93 | | 98 | | 97 | | 96 | | 99 |

Q09 How do you normally travel to do your non-food shopping?*Not those who said Internet / mail order / catalogue at Q08*

| | | | | | | | | | | | | |
|---------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car-driver | 74.1% | 358 | 67.7% | 63 | 78.6% | 77 | 77.3% | 75 | 66.7% | 64 | 79.8% | 79 |
| Car-passenger | 12.2% | 59 | 14.0% | 13 | 12.2% | 12 | 10.3% | 10 | 11.5% | 11 | 13.1% | 13 |
| Bus / coach | 8.3% | 40 | 5.4% | 5 | 6.1% | 6 | 9.3% | 9 | 16.7% | 16 | 4.0% | 4 |
| Train | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 1.0% | 1 | 1.0% | 1 |
| Taxi | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 |
| Walk | 3.1% | 15 | 10.8% | 10 | 2.0% | 2 | 1.0% | 1 | 2.1% | 2 | 0.0% | 0 |
| Bicycle | 0.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use internet / get it delivered | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.6% | 3 | 1.1% | 1 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Base: | | 483 | | 93 | | 98 | | 97 | | 96 | | 99 |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q10 At which town or location did your household last buy clothes or shoes? | | | | | | | | | | | | |
| Asda, Scotia Road, Tunstall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 1.0% | 5 | 1.0% | 1 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheshire Oaks, Ellesmere Port | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 4.2% | 21 | 5.0% | 5 | 2.0% | 2 | 7.0% | 7 | 6.0% | 6 | 1.0% | 1 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 3.0% | 15 | 3.0% | 3 | 2.0% | 2 | 7.0% | 7 | 2.0% | 2 | 1.0% | 1 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.6% | 3 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 1.2% | 6 | 5.0% | 5 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Chester City Centre | 1.4% | 7 | 2.0% | 2 | 3.0% | 3 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 |
| Congleton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 3.6% | 18 | 0.0% | 0 | 14.0% | 14 | 2.0% | 2 | 1.0% | 1 | 1.0% | 1 |
| Handforth Dean | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 |
| Kidsgrove Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 3.0% | 15 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 14.0% | 14 | 0.0% | 0 |
| Manchester City Centre | 2.6% | 13 | 5.0% | 5 | 0.0% | 0 | 5.0% | 5 | 2.0% | 2 | 1.0% | 1 |
| Market Drayton Town Centre | 2.8% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.9% | 14 |
| Newcastle-under-Lyme Town Centre | 15.0% | 75 | 31.0% | 31 | 21.0% | 21 | 9.0% | 9 | 7.0% | 7 | 6.9% | 7 |
| Shrewsbury Town Centre | 2.6% | 13 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 10.9% | 11 |
| Stafford Town Centre | 1.2% | 6 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 3.0% | 3 |
| Stoke Town Centre | 1.2% | 6 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 4.0% | 4 | 1.0% | 1 |
| Stoke-on-Trent City Centre (Hanley) | 29.3% | 147 | 33.0% | 33 | 26.0% | 26 | 40.0% | 40 | 41.0% | 41 | 6.9% | 7 |
| Telford Town Centre | 3.6% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.8% | 18 |
| Tunstall Town Centre | 2.2% | 11 | 1.0% | 1 | 2.0% | 2 | 8.0% | 8 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 6.8% | 34 | 5.0% | 5 | 10.0% | 10 | 3.0% | 3 | 5.0% | 5 | 10.9% | 11 |
| Abroad | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 |
| Ashbourne Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Audley Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Barnstaple Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Bilston Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Bridgemere Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheadle Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Church Stretton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Eccleshall Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Hanley Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Hartshill District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Liverpool City Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Llandudno Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Nantwich Town Centre | 1.0% | 5 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Newport Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Oswestry Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Reading Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southport Town Centre | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tarporley Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trafford Centre, Manchester | 1.0% | 5 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 | 1.0% | 1 | 0.0% | 0 |
| Trent Vale District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Trentham District Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 |
| Warrington Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Whitchurch Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilmslow Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winsford Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Wolverhampton City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | |
|--|-------|--------|------|--------|------|--------|------|--------|------|--------|------|-----|
| (Don't know / varies) | 2.2% | 11 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 | 3.0% | 3 | 4.0% | 4 |
| (Don't regularly buy these kind of goods) | 1.2% | 6 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q11 At which town or location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)? | | | | | | | | | | | | |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 0.4% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 24.4% | 122 | 34.0% | 34 | 24.0% | 24 | 36.0% | 36 | 17.0% | 17 | 10.9% | 11 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Ravenside Retail Park, Victoria Road, Fenton | 1.2% | 6 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 4.0% | 4 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 4.4% | 22 | 3.0% | 3 | 7.0% | 7 | 0.0% | 0 | 9.0% | 9 | 3.0% | 3 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Biddulph Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Congleton Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 1.8% | 9 | 0.0% | 0 | 8.0% | 8 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Handforth Dean | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 1.4% | 7 | 0.0% | 0 | 0.0% | 0 | 7.0% | 7 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 2.8% | 14 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 13.0% | 13 | 0.0% | 0 |
| Manchester City Centre | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Market Drayton Town Centre | 7.0% | 35 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 34.7% | 35 |
| Newcastle-under-Lyme Town Centre | 6.4% | 32 | 19.0% | 19 | 8.0% | 8 | 1.0% | 1 | 2.0% | 2 | 2.0% | 2 |
| Shrewsbury Town Centre | 1.4% | 7 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 5.9% | 6 |
| Stafford Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Stoke Town Centre | 1.6% | 8 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 7.0% | 7 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 6.8% | 34 | 10.0% | 10 | 4.0% | 4 | 9.0% | 9 | 8.0% | 8 | 3.0% | 3 |
| Telford Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Tunstall Town Centre | 2.2% | 11 | 2.0% | 2 | 0.0% | 0 | 9.0% | 9 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 12.0% | 60 | 10.0% | 10 | 12.0% | 12 | 10.0% | 10 | 11.0% | 11 | 16.8% | 17 |
| Audley Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheadle Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesterton Village | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colliers Way Retail Park, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Crossheath District Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hartshill District Centre | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Junction Retail Park, Earle Street, Crewe | 0.6% | 3 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Knutton District Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Meole Brace Retail Park, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nantwich Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Porthill Village | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talke Village | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Telford Bridge Retail Park, Telford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Trent Vale District Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Wolverhampton City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| (Don't know / varies) | 4.8% | 24 | 2.0% | 2 | 7.0% | 7 | 8.0% | 8 | 4.0% | 4 | 3.0% | 3 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|----------|--------|----------|----------|----------|--------|
| (Don't regularly buy these kind of goods) | 11.8% 59 | 7.0% 7 | 18.0% 18 | 12.0% 12 | 15.0% 15 | 6.9% 7 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q12 At which town or location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers? | | | | | | | | | | | | |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 0.6% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 1.2% | 6 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 | 1.0% | 1 |
| Tesco Extra, Clough Street, Stoke-on-Trent (Hanley) | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Lysander Road, Meir, Stoke-on-Trent | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cheshire Oaks, Ellesmere Port | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 27.3% | 137 | 39.0% | 39 | 27.0% | 27 | 40.0% | 40 | 22.0% | 22 | 8.9% | 9 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Ravenside Retail Park, Victoria Road, Fenton | 1.2% | 6 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 4.2% | 21 | 2.0% | 2 | 6.0% | 6 | 0.0% | 0 | 10.0% | 10 | 3.0% | 3 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Biddulph Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 0.8% | 4 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Handforth Dean | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 0.8% | 4 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 1.6% | 8 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 4.0% | 4 | 1.0% | 1 |
| Macclesfield Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manchester City Centre | 1.2% | 6 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 |
| Market Drayton Town Centre | 4.0% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.8% | 20 |
| Newcastle-under-Lyme Town Centre | 6.0% | 30 | 18.0% | 18 | 4.0% | 4 | 3.0% | 3 | 4.0% | 4 | 1.0% | 1 |
| Shrewsbury Town Centre | 1.4% | 7 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 |
| Stafford Town Centre | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Stoke Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 8.0% | 40 | 6.0% | 6 | 8.0% | 8 | 13.0% | 13 | 11.0% | 11 | 2.0% | 2 |
| Telford Town Centre | 1.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 8 |
| Tunstall Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 17.2% | 86 | 15.0% | 15 | 9.0% | 9 | 17.0% | 17 | 20.0% | 20 | 24.8% | 25 |
| Abroad | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Alsager Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Audley Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheadle Town Centre | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Chesterton Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fenton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Hartshill District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Junction Retail Park, Earle Street, Crewe | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nantwich Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 |
| Telford Bridge Retail Park, Telford | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Telford Forge Retail Park, Telford | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Trent Vale District Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitchurch Town Centre | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| (Don't know / varies) | 2.8% | 14 | 1.0% | 1 | 4.0% | 4 | 3.0% | 3 | 1.0% | 1 | 5.0% | 5 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|----------|--------|----------|--------|----------|---------|
| (Don't regularly buy these kind of goods) | 11.0% 55 | 5.0% 5 | 21.0% 21 | 7.0% 7 | 12.0% 12 | 9.9% 10 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q13 At which town or location did your household last buy furniture, soft furnishings or floor-coverings? | | | | | | | | | | | | |
| B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits | 0.2 | 3 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Weston Road, Crewe | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Century Park, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 6.2% | 31 | 12.0% | 12 | 4.0% | 4 | 8.0% | 8 | 5.0% | 5 | 2.0% | 2 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Octagon Centre, Etruria Road, Stoke-on-Trent City Centre (Hanley) | 1.4% | 7 | 2.0% | 2 | 0.0% | 0 | 2.0% | 2 | 2.0% | 2 | 1.0% | 1 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Ravenside Retail Park, Victoria Road, Fenton | 3.6% | 18 | 4.0% | 4 | 2.0% | 2 | 2.0% | 2 | 10.0% | 10 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 1.2% | 6 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.8% | 4 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Biddulph Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burslem Town Centre | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre | 0.4% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Congleton Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 2.8% | 14 | 1.0% | 1 | 7.0% | 7 | 4.0% | 4 | 1.0% | 1 | 1.0% | 1 |
| Handforth Dean | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 1.2% | 6 | 0.0% | 0 | 1.0% | 1 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Leek Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 |
| Longton Town Centre | 1.2% | 6 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Macclesfield Town Centre | 1.4% | 7 | 2.0% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 3.0% | 3 |
| Manchester City Centre | 0.6% | 3 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton Town Centre | 3.2% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.8% | 16 |
| Meir Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 15.6% | 78 | 36.0% | 36 | 9.0% | 9 | 10.0% | 10 | 15.0% | 15 | 7.9% | 8 |
| Shrewsbury Town Centre | 2.2% | 11 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 8.9% | 9 |
| Stafford Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Stoke Town Centre | 1.4% | 7 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 1.0% | 1 |
| Stoke-on-Trent City Centre (Hanley) | 9.2% | 46 | 6.0% | 6 | 8.0% | 8 | 16.0% | 16 | 15.0% | 15 | 1.0% | 1 |
| Telford Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Tunstall Town Centre | 1.0% | 5 | 1.0% | 1 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 5.6% | 28 | 5.0% | 5 | 4.0% | 4 | 6.0% | 6 | 7.0% | 7 | 5.9% | 6 |
| Bridgemere Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Cannock Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Cheadle Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 |
| Chesterton Village | 0.4% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crossheath Districk Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fenton Town Centre | 1.8% | 9 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 5.0% | 5 | 0.0% | 0 |
| Hanley Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hartshill District Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Wycombe Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Gemini Retail Park, Warrington | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Ikea, Park Lane, Wednesbury | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 |
| Liverpool City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Meole Brace Retail Park, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nantwich Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newport Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Newstead Industrial Estate, Trentham | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | |
|---|-------|--------|------|--------|-------|--------|-------|--------|-------|--------|-------|-----|
| Sundorne Retail Park, Arlington Way, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Talke Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Trentham District Centre | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Walsall Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Warrington Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wellington Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Whitchurch Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Wolstanton Village | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wolverhampton City Centre (Don't know / varies) | 5.2% | 26 | 4.0% | 4 | 7.0% | 7 | 9.0% | 9 | 3.0% | 3 | 3.0% | 3 |
| (Don't regularly buy these kind of goods) | 22.0% | 110 | 9.0% | 9 | 36.0% | 36 | 18.0% | 18 | 16.0% | 16 | 30.7% | 31 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q14 At which town or location did your household last buy DIY / hardware items and garden items? | | | | | | | | | | | | |
| B&Q, Meir Park, Stoke-on-Trent | 4.6% | 23 | 4.0% | 4 | 1.0% | 1 | 3.0% | 3 | 14.0% | 14 | 1.0% | 1 |
| B&Q, Pit Lane, Jamage Road Industrial Estate, Talke Pits | 8.6% | 43 | 4.0% | 4 | 13.0% | 13 | 25.0% | 25 | 1.0% | 1 | 0.0% | 0 |
| B&Q, Weston Road, Crewe | 3.0% | 15 | 1.0% | 1 | 10.0% | 10 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 6.2% | 31 | 11.0% | 11 | 5.0% | 5 | 9.0% | 9 | 4.0% | 4 | 2.0% | 2 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 3.0% | 15 | 3.0% | 3 | 4.0% | 4 | 5.0% | 5 | 3.0% | 3 | 0.0% | 0 |
| Potteries Centre, Stoke-on-Trent City Centre (Hanley) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Ravenside Retail Park, Victoria Road, Fenton | 2.4% | 12 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 10.0% | 10 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 6.6% | 33 | 8.0% | 8 | 2.0% | 2 | 0.0% | 0 | 22.0% | 22 | 1.0% | 1 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 2.6% | 13 | 11.0% | 11 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Congleton Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 1.0% | 5 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Kidsgrove Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Leek Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 1.0% | 1 |
| Market Drayton Town Centre | 9.4% | 47 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 46.5% | 47 |
| Meir Town Centre Newcastle-under-Lyme | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Shrewsbury Town Centre | 16.6% | 83 | 35.0% | 35 | 26.0% | 26 | 4.0% | 4 | 12.0% | 12 | 5.9% | 6 |
| Stoke Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Stoke-on-Trent City Centre (Hanley) | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Telford Town Centre | 2.4% | 12 | 1.0% | 1 | 3.0% | 3 | 4.0% | 4 | 4.0% | 4 | 0.0% | 0 |
| Tunstall Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Internet / mail order / catalogue | 6.0% | 30 | 1.0% | 1 | 2.0% | 2 | 27.0% | 27 | 0.0% | 0 | 0.0% | 0 |
| Audley Village | 1.6% | 8 | 2.0% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 4.0% | 4 |
| Bridgemere Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clayton Village | 3.0% | 15 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 2.0% | 2 | 8.9% | 9 |
| Fenton Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Golden Hill Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Liverpool City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Newport Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Roden Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Sandyford District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Silverdale Village | 0.8% | 4 | 2.0% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stanley Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Talke Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trent Vale District Centre | 1.2% | 6 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 |
| Trentham District Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Whitchurch Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Village | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woore Village | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| (Don't know / varies) | 4.6% | 23 | 5.0% | 5 | 6.0% | 6 | 6.0% | 6 | 1.0% | 1 | 5.0% | 5 |
| (Don't regularly buy these kind of goods) | 8.8% | 44 | 5.0% | 5 | 15.0% | 15 | 2.0% | 2 | 12.0% | 12 | 9.9% | 10 |
| Base: | 501 | 100 | 100 | 100 | 100 | 100 | 101 | | | | | |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|-----|
| Q15 At which town or location did your household last buy health, beauty and chemist items? | | | | | | | | | | | | |
| Asda, Scotia Road, Tunstall | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 1.4% | 7 | 2.0% | 2 | 2.0% | 2 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 2.0% | 10 | 0.0% | 0 | 0.0% | 0 | 9.0% | 9 | 0.0% | 0 | 1.0% | 1 |
| Tesco, Newcastle Road, Stoke-on-Trent | 1.4% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.0% | 6 | 1.0% | 1 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 4.4% | 22 | 5.0% | 5 | 4.0% | 4 | 11.0% | 11 | 1.0% | 1 | 1.0% | 1 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.8% | 4 | 3.0% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Biddulph Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 |
| Crewe Town Centre | 2.4% | 12 | 0.0% | 0 | 11.0% | 11 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Handforth Dean | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Kidsgrove Town Centre | 5.8% | 29 | 1.0% | 1 | 1.0% | 1 | 27.0% | 27 | 0.0% | 0 | 0.0% | 0 |
| Leek Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre | 1.2% | 6 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 |
| Manchester City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton Town Centre | 12.4% | 62 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 61.4% | 62 |
| Newcastle-under-Lyme Town Centre | 25.7% | 129 | 62.0% | 62 | 36.0% | 36 | 6.0% | 6 | 15.0% | 15 | 9.9% | 10 |
| Shrewsbury Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Stoke Town Centre | 2.4% | 12 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 10.0% | 10 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 8.6% | 43 | 8.0% | 8 | 7.0% | 7 | 13.0% | 13 | 14.0% | 14 | 1.0% | 1 |
| Telford Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Tunstall Town Centre | 1.2% | 6 | 1.0% | 1 | 1.0% | 1 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 2.0% | 10 | 2.0% | 2 | 1.0% | 1 | 2.0% | 2 | 3.0% | 3 | 2.0% | 2 |
| Abroad | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Alsager Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0 | 0 | 0.0% | 0 |
| Audley Village | 1.6% | 8 | 0.0% | 0 | 8.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bentilee Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Cannock Town Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesterton Village | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crosheath Districk Centre | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fenton Town Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Golden Hill Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hanford Village | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 |
| Hartshill District Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 |
| Llandudno Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Loggerheads Village | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Madeley Village | 2.6% | 13 | 0.0% | 0 | 12.0% | 12 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Meole Brace Retail Park, Shrewsbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nantwich Town Centre | 0.8% | 4 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Newport Town Centre | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 |
| Shelton Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Swansea City Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talke Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Trafford Centre, Manchester | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Trent Vale District Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Trentham District Centre | 2.2% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.0% | 11 | 0.0% | 0 |
| Wolstanton Village | 1.0% | 5 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 3.8% | 19 | 5.0% | 5 | 5.0% | 5 | 4.0% | 4 | 4.0% | 4 | 1.0% | 1 |
| (Don't regularly buy these kind of goods) | 4.4% | 22 | 1.0% | 1 | 5.0% | 5 | 7.0% | 7 | 4.0% | 4 | 5.0% | 5 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|----|
| Q16 At which town or location did your household last buy other non-food items such as books, CDs, toys and gifts? | | | | | | | | | | | | |
| Asda, Scotia Road, Tunstall | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Wolstanton Retail Park, Newcastle-under-Lyme | 1.6% | 8 | 4.0% | 4 | 0.0% | 0 | 2.0% | 2 | 2.0% | 2 | 0.0% | 0 |
| Tesco Extra, Bath Road, Longton | 0.8% | 4 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Tesco, Liverpool Road, Kidsgrove | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Newcastle Road, Stoke-on-Trent | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Festival Retail Park and Festival Heights, Stoke-on-Trent City Centre (Hanley) | 4.2% | 21 | 6.0% | 6 | 0.0% | 0 | 7.0% | 7 | 8.0% | 8 | 0.0% | 0 |
| Freeport Talke Outlet Mall, Pit Lane, Talke Pits | 0.8% | 4 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme | 0.4% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chester City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Congleton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 1.8% | 9 | 0.0% | 0 | 7.0% | 7 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 1.0% | 1 | 0.0% | 0 |
| Longton Town Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Manchester City Centre | 0.8% | 4 | 0.0% | 0 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 1.0% | 1 |
| Market Drayton Town Centre | 4.8% | 24 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 23.8% | 24 |
| Newcastle-under-Lyme Town Centre | 13.8% | 69 | 29.0% | 29 | 23.0% | 23 | 3.0% | 3 | 7.0% | 7 | 6.9% | 7 |
| Shrewsbury Town Centre | 1.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 6.9% | 7 |
| Stafford Town Centre | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Stoke Town Centre | 0.6% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 13.6% | 68 | 9.0% | 9 | 14.0% | 14 | 22.0% | 22 | 21.0% | 21 | 2.0% | 2 |
| Telford Town Centre | 1.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 8 |
| Tunstall Town Centre | 1.0% | 5 | 0.0% | 0 | 0.0% | 0 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Internet / mail order / catalogue | 29.1% | 146 | 37.0% | 37 | 23.0% | 23 | 27.0% | 27 | 30.0% | 30 | 28.7% | 29 |
| Abroad | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Bangor City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Bridgemere Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Hartshill District Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Keele Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knutton District Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Llandudno Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nantwich Town Centre | 1.2% | 6 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Oswestry Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Sandbach Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Swansea City Centre | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trafford Centre, Manchester | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 |
| Trentham District Centre | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Walsall Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Wrexham Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| (Don't know / varies) | 1.8% | 9 | 3.0% | 3 | 2.0% | 2 | 3.0% | 3 | 0.0% | 0 | 1.0% | 1 |
| (Don't regularly buy these kind of goods) | 12.8% | 64 | 7.0% | 7 | 17.0% | 17 | 12.0% | 12 | 14.0% | 14 | 13.9% | 14 |
| Base: | 501 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 101 | | |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|-----|
| Q17 How often do you visit shops, services or market in Newcastle-under-Lyme? | | | | | | | | | | | | |
| Everyday | 1.6% | 8 | 1.0% | 1 | 3.0% | 3 | 1.0% | 1 | 2.0% | 2 | 1.0% | 1 |
| 2-3 times a week | 8.2% | 41 | 24.0% | 24 | 10.0% | 10 | 5.0% | 5 | 1.0% | 1 | 1.0% | 1 |
| Once a week | 20.4% | 102 | 37.0% | 37 | 32.0% | 32 | 7.0% | 7 | 18.0% | 18 | 7.9% | 8 |
| Once a fortnight | 15.2% | 76 | 14.0% | 14 | 17.0% | 17 | 11.0% | 11 | 21.0% | 21 | 12.9% | 13 |
| Once a month | 13.0% | 65 | 15.0% | 15 | 11.0% | 11 | 12.0% | 12 | 16.0% | 16 | 10.9% | 11 |
| Less than once a month | 23.6% | 118 | 6.0% | 6 | 10.0% | 10 | 44.0% | 44 | 29.0% | 29 | 28.7% | 29 |
| Never | 17.6% | 88 | 3.0% | 3 | 16.0% | 16 | 18.0% | 18 | 13.0% | 13 | 37.6% | 38 |
| (Don't know) | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 501 | | 100 | | 100 | | 100 | | 100 | | 101 |

Q18 What if anything would make you visit Newcastle-under-Lyme town centre more often?

Those who visit Newcastle-under-Lyme town centre less than once a week at Q17

| | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Nothing | 45.4% | 159 | 34.2% | 13 | 32.7% | 18 | 39.1% | 34 | 44.3% | 35 | 64.8% | 59 |
| Better choice of clothing shops | 9.1% | 32 | 23.7% | 9 | 20.0% | 11 | 10.3% | 9 | 2.5% | 2 | 1.1% | 1 |
| Better choice of shops in general | 13.7% | 48 | 21.1% | 8 | 29.1% | 16 | 12.6% | 11 | 10.1% | 8 | 5.5% | 5 |
| Better maintenance / cleanliness | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 1.1% | 1 |
| Better quality shops | 6.3% | 22 | 13.2% | 5 | 12.7% | 7 | 2.3% | 2 | 6.3% | 5 | 3.3% | 3 |
| Better market | 3.4% | 12 | 0.0% | 0 | 5.5% | 3 | 1.1% | 1 | 6.3% | 5 | 3.3% | 3 |
| Better sport/leisure, entertainment or arts and cultural facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improved bus services | 1.4% | 5 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 3.8% | 3 | 1.1% | 1 |
| More car parking | 11.1% | 39 | 15.8% | 6 | 10.9% | 6 | 12.6% | 11 | 11.4% | 9 | 7.7% | 7 |
| More food supermarkets | 1.1% | 4 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 2.5% | 2 | 1.1% | 1 |
| More large shops | 8.3% | 29 | 10.5% | 4 | 7.3% | 4 | 6.9% | 6 | 11.4% | 9 | 6.6% | 6 |
| More traffic free areas / pedestrianisation | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A bank | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| A cinema | 0.3% | 1 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A computer store | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| A DVD store | 0.3% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A large shopping centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| A Marks & Spencer store | 0.3% | 1 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A motor trolley service | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| A record shop | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| A toilet near the market centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Better access for wheelchairs | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Better market | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Cheaper public transport | 1.1% | 4 | 2.6% | 1 | 0.0% | 0 | 2.3% | 2 | 1.3% | 1 | 0.0% | 0 |
| Easier access by car | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Free / cheaper parking | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Less charity shops | 5.4% | 19 | 13.2% | 5 | 3.6% | 2 | 5.7% | 5 | 7.6% | 6 | 1.1% | 1 |
| Less takeaways | 0.6% | 2 | 2.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours | 0.3% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower the rents for shops | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| More coffee shops | 2.0% | 7 | 0.0% | 0 | 5.5% | 3 | 3.4% | 3 | 1.3% | 1 | 0.0% | 0 |
| More independent shops | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| More leisure facilities in general | 1.4% | 5 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 2.2% | 2 |
| More seating | 0.3% | 1 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Move Hanleys closer to centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Nicer places to eat | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Renovate the town | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.3% | 1 | 1.1% | 1 |
| (Don't know) | 4.9% | 17 | 2.6% | 1 | 5.5% | 3 | 8.0% | 7 | 0.0% | 0 | 6.6% | 6 |
| Base: | | 350 | | 38 | | 55 | | 87 | | 79 | | 91 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|-------|--------|--------|--------|--------|--------|
| Q19 How often do you visit shops, services or market in Kidsgrove? | | | | | | |
| Everyday | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| 2-3 times a week | 5.2% | 26 | 1.0% | 1 | 2.0% | 2 |
| Once a week | 8.8% | 44 | 0.0% | 0 | 4.0% | 4 |
| Once a fortnight | 2.0% | 10 | 0.0% | 0 | 1.0% | 1 |
| Once a month | 2.8% | 14 | 3.0% | 3 | 3.0% | 3 |
| Less than once a month | 6.4% | 32 | 4.0% | 4 | 10.0% | 10 |
| Never | 73.5% | 368 | 92.0% | 92 | 80.0% | 80 |
| (Don't know) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |

Q20 What if anything would make you visit Kidsgrove town centre more often?

Those who visit Kidsgrove town centre less than once a week at Q17

| | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Nothing | 79.5% | 338 | 75.8% | 75 | 83.0% | 78 | 53.1% | 17 | 77.8% | 77 | 90.1% | 91 |
| Better choice of clothing shops | 1.6% | 7 | 0.0% | 0 | 1.1% | 1 | 12.5% | 4 | 2.0% | 2 | 0.0% | 0 |
| Better choice of shops in general | 4.0% | 17 | 2.0% | 2 | 4.3% | 4 | 21.9% | 7 | 3.0% | 3 | 1.0% | 1 |
| Better maintenance / cleanliness | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Better quality shops | 0.5% | 2 | 1.0% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Better market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better sport/leisure, entertainment or arts and cultural facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improved bus services | 0.5% | 2 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| More car parking | 1.4% | 6 | 2.0% | 2 | 0.0% | 0 | 9.4% | 3 | 0.0% | 0 | 1.0% | 1 |
| More food supermarkets | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 1.0% | 1 | 0.0% | 0 |
| More large shops | 0.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 1.0% | 1 |
| More traffic free areas / pedestrianisation | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A Marks & Spencer store | 0.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| An Ikea store | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Easier access by car | 0.2% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free / cheaper parking | 0.5% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Less takeaways | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| More advertising / information | 0.9% | 4 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| More cycle paths | 0.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nicer places to eat | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Nicer shopping environment | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 10.1% | 43 | 16.2% | 16 | 8.5% | 8 | 6.3% | 2 | 11.1% | 11 | 5.9% | 6 |
| Base: | 425 | 99 | 94 | 94 | 32 | 99 | 101 | | | | | |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|-------|--------|--------|--------|--------|--------|
| Q21 Which town centre do you visit most frequently in the evening to make use of leisure, entertainment or arts and cultural facilities? | | | | | | |
| Biddulph Town Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Burslem Town Centre | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| Congleton Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 |
| Kidsgrove Town Centre | 1.2% | 6 | 0.0% | 0 | 1.0% | 1 |
| Manchester City Centre | 0.6% | 3 | 0.0% | 0 | 1.0% | 1 |
| Meir Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 28.7% | 144 | 57.0% | 57 | 27.0% | 27 |
| Stafford Town Centre | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| Stoke Town Centre | 1.8% | 9 | 0.0% | 0 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 13.4% | 67 | 15.0% | 15 | 8.0% | 8 |
| Telford Town Centre | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| (None / don't do) | 38.1% | 191 | 25.0% | 25 | 55.0% | 55 |
| Alsager Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Ashley Village | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Blackbrook Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Dresden Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hanford Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hanley Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hinstock Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Keele Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 |
| Loggerheads Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Madeley Village | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 |
| Market Drayton Town Centre | 2.2% | 11 | 0.0% | 0 | 0.0% | 0 |
| Nantwich Town Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury Town Centre | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| Stone Town Centre | 1.4% | 7 | 0.0% | 0 | 0.0% | 0 |
| Talke Village | 0.4% | 2 | 1.0% | 1 | 0.0% | 0 |
| Trentham District Centre | 0.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Woore Village | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.2% | 11 | 2.0% | 2 | 5.0% | 5 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |

Q22 Do you or your family do any of the following leisure activities?

| | | | | | | | | | | | | |
|-------------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Cinema | 52.7% | 264 | 64.0% | 64 | 46.0% | 46 | 53.0% | 53 | 55.0% | 55 | 45.5% | 46 |
| Theatre | 52.3% | 262 | 56.0% | 56 | 55.0% | 55 | 53.0% | 53 | 52.0% | 52 | 45.5% | 46 |
| Pub / Bar / Restaurant | 72.3% | 362 | 78.0% | 78 | 70.0% | 70 | 73.0% | 73 | 73.0% | 73 | 67.3% | 68 |
| Nightclub/live music | 18.8% | 94 | 24.0% | 24 | 11.0% | 11 | 22.0% | 22 | 21.0% | 21 | 15.8% | 16 |
| Bingo | 4.4% | 22 | 5.0% | 5 | 6.0% | 6 | 4.0% | 4 | 4.0% | 4 | 3.0% | 3 |
| Health & Fitness club | 19.0% | 95 | 26.0% | 26 | 17.0% | 17 | 27.0% | 27 | 18.0% | 18 | 6.9% | 7 |
| Tenpin bowling | 20.6% | 103 | 26.0% | 26 | 17.0% | 17 | 30.0% | 30 | 17.0% | 17 | 12.9% | 13 |
| Museums/Galleries/Exhibitions | 35.5% | 178 | 47.0% | 47 | 33.0% | 33 | 40.0% | 40 | 34.0% | 34 | 23.8% | 24 |
| Libraries | 40.7% | 204 | 48.0% | 48 | 33.0% | 33 | 49.0% | 49 | 33.0% | 33 | 40.6% | 41 |
| None of these | 9.0% | 45 | 6.0% | 6 | 8.0% | 8 | 6.0% | 6 | 13.0% | 13 | 11.9% | 12 |
| (Don't know) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 501 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 101 | | |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q23 Where did you or your family last visit the cinema? | | | | | | | | | | | | |
| <i>Those who visit the cinema at Q22</i> | | | | | | | | | | | | |
| Odeon, Festival Park, Stoke-on-Trent | 18.6% | 49 | 6.3% | 4 | 8.7% | 4 | 47.2% | 25 | 12.7% | 7 | 19.6% | 9 |
| Reel Cinema, Phoenix Leisure Park, Crewe | 0.8% | 2 | 0.0% | 0 | 4.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent | 0.8% | 2 | 1.6% | 1 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue Cinemas, The Square, Market Arcade, Newcastle-under-Lyme | 70.1% | 185 | 89.1% | 57 | 73.9% | 34 | 50.9% | 27 | 87.3% | 48 | 41.3% | 19 |
| Crewe Town Centre | 0.4% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manchester City Centre | 0.8% | 2 | 0.0% | 0 | 4.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 0.4% | 1 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoke Town Centre | 0.4% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 0.8% | 2 | 0.0% | 0 | 2.2% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Telford Town Centre | 2.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.0% | 6 |
| Ambleside Town Centre | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Cineworld, Old Potts Way, Shrewsbury | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| Market Drayton Town Centre | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.9% | 5 |
| Shrewsbury Town Centre | 1.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 3 |
| (Don't know / can't remember) | 0.8% | 2 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Base: | | 264 | | 64 | | 46 | | 53 | | 55 | | 46 |
| Q24 Where did you or your family last visit the Theatre? | | | | | | | | | | | | |
| <i>Those who visit the theatre at Q22</i> | | | | | | | | | | | | |
| Lyceum Theatre, Heath Street, Crewe | 0.8% | 2 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Vic Theatre, Etruria Road, Basford, Newcastle-under-Lyme | 24.8% | 65 | 26.8% | 15 | 30.9% | 17 | 15.1% | 8 | 23.1% | 12 | 28.3% | 13 |
| Regent Theatre, Bagnall Street, Stoke-on-Trent | 47.7% | 125 | 44.6% | 25 | 43.6% | 24 | 62.3% | 33 | 63.5% | 33 | 21.7% | 10 |
| Repetory Theatre, Leek Road, Stoke-on-Trent | 2.3% | 6 | 1.8% | 1 | 5.5% | 3 | 1.9% | 1 | 0.0% | 0 | 2.2% | 1 |
| Stafford Gatehouse Theatre, Eastgate Street, Stafford | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| The Queens Theatre, Wedgewood Street, Burslem, Stoke-on-Trent | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Victoria Hall, Bagnall Street, Stoke-on-Trent | 2.7% | 7 | 3.6% | 2 | 0.0% | 0 | 1.9% | 1 | 5.8% | 3 | 2.2% | 1 |
| Birmingham City Centre | 1.5% | 4 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 4.3% | 2 |
| Manchester City Centre | 3.4% | 9 | 3.6% | 2 | 5.5% | 3 | 3.8% | 2 | 1.9% | 1 | 2.2% | 1 |
| Newcastle-under-Lyme Town Centre | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stafford Town Centre | 0.8% | 2 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Stoke Town Centre | 0.8% | 2 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 3.8% | 10 | 8.9% | 5 | 3.6% | 2 | 1.9% | 1 | 0.0% | 0 | 4.3% | 2 |
| Audley Village | 0.4% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackpool Town Centre | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Buxton Town Centre | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Leamington Spa | 0.4% | 1 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Liverpool City Centre | 0.4% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London | 4.6% | 12 | 1.8% | 1 | 0.0% | 0 | 9.4% | 5 | 0.0% | 0 | 13.0% | 6 |
| Shrewsbury Town Centre | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.9% | 5 |
| Wolverhampton City Centre | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| (Don't know / can't remember) | 1.5% | 4 | 1.8% | 1 | 1.8% | 1 | 1.9% | 1 | 0.0% | 0 | 2.2% | 1 |
| Base: | | 262 | | 56 | | 55 | | 53 | | 52 | | 46 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|--|-------|--------|--------|--------|--------|--------|
| Q25 Where did you or your family last visit a pub / bar / restaurant? | | | | | | |
| <i>Those who visit the pubs / bars / restaurants at Q22</i> | | | | | | |
| Biddulph Town Centre | 1.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| Burslem Town Centre | 0.8% | 3 | 1.3% | 1 | 0.0% | 0 |
| Chester City Centre | 1.1% | 4 | 1.3% | 1 | 0.0% | 0 |
| Congleton Town Centre | 1.1% | 4 | 1.3% | 1 | 0.0% | 0 |
| Crewe Town Centre | 1.9% | 7 | 0.0% | 0 | 8.6% | 6 |
| Kidsgrove Town Centre | 4.1% | 15 | 0.0% | 0 | 1.4% | 1 |
| Leek Town Centre | 0.6% | 2 | 0.0% | 0 | 1.4% | 1 |
| Longton Town Centre | 0.8% | 3 | 1.3% | 1 | 0.0% | 0 |
| Manchester City Centre | 1.1% | 4 | 0.0% | 0 | 2.9% | 2 |
| Meir Town Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 29.6% | 107 | 66.7% | 52 | 30.0% | 21 |
| Stafford Town Centre | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Stoke Town Centre | 2.5% | 9 | 1.3% | 1 | 1.4% | 1 |
| Stoke-on-Trent City Centre (Hanley) | 8.8% | 32 | 5.1% | 4 | 4.3% | 3 |
| Telford Town Centre | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tunstall Town Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 0.3% | 1 | 0.0% | 0 | 1.4% | 1 |
| Alsager Town Centre | 1.7% | 6 | 1.3% | 1 | 1.4% | 1 |
| Ashley Village | 1.1% | 4 | 0.0% | 0 | 0.0% | 0 |
| Audley Village | 2.5% | 9 | 1.3% | 1 | 11.4% | 8 |
| Baldwins Gate Village | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Betley Village | 0.8% | 3 | 0.0% | 0 | 4.3% | 3 |
| Burleydam Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cheswardine Village | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Eccleshall Town | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Fenton Town Centre | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Great Chell Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hanford Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hankelow Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hanley Town Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Harriseahead Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hinstock Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Knighton Village | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Lightwood District Centre | 0.3% | 1 | 0.0% | 0 | 1.4% | 1 |
| Loggerheads Village | 1.1% | 4 | 0.0% | 0 | 0.0% | 0 |
| Madeley Village | 0.6% | 2 | 0.0% | 0 | 2.9% | 2 |
| Market Drayton Town Centre | 4.7% | 17 | 0.0% | 0 | 1.4% | 1 |
| Nantwich Town Centre | 2.2% | 8 | 0.0% | 0 | 7.1% | 5 |
| Newport Town Centre | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Pickering Town Centre | 0.3% | 1 | 0.0% | 0 | 1.4% | 1 |
| Pipe Gate Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Porthill District Centre | 0.3% | 1 | 1.3% | 1 | 0.0% | 0 |
| Shrewsbury Town Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stone Town Centre | 2.2% | 8 | 1.3% | 1 | 1.4% | 1 |
| Talke Village | 3.0% | 11 | 1.3% | 1 | 0.0% | 0 |
| Trentham District Centre | 4.1% | 15 | 2.6% | 2 | 0.0% | 0 |
| Werrington Village | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Whitby Town Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Village | 0.6% | 2 | 2.6% | 2 | 0.0% | 0 |
| Woore Village | 1.4% | 5 | 1.3% | 1 | 4.3% | 3 |
| (Don't know / can't remember) | 9.7% | 35 | 9.0% | 7 | 11.4% | 8 |
| Base: | 362 | 78 | 70 | 73 | 73 | 68 |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|--|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q26 Where did you or your family last visit a nightclub / live music venue? | | | | | | | | | | | | |
| <i>Those who visit nightclubs / live music venues at Q22</i> | | | | | | | | | | | | |
| Liquid, Envy and JJ's, Brunswick Street, Stoke- on-Trent City Centre (Hanley) | 2.1% | 2 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Victoria Hall, Bagnall Street, Stoke-on-Trent | 6.4% | 6 | 4.2% | 1 | 0.0% | 0 | 4.5% | 1 | 14.3% | 3 | 6.3% | 1 |
| Sugar Mill, Brunswick Street, Stoke-on-Trent | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Fluid Bar, High Street, Newcastle-under-Lyme | 1.1% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre | 8.5% | 8 | 0.0% | 0 | 0.0% | 0 | 9.1% | 2 | 14.3% | 3 | 18.8% | 3 |
| Burslem Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Crewe Town Centre | 1.1% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Manchester City Centre | 16.0% | 15 | 0.0% | 0 | 36.4% | 4 | 27.3% | 6 | 14.3% | 3 | 12.5% | 2 |
| Newcastle-under-Lyme Town Centre | 29.8% | 28 | 58.3% | 14 | 27.3% | 3 | 18.2% | 4 | 14.3% | 3 | 25.0% | 4 |
| Stafford Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Stoke Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 14.9% | 14 | 20.8% | 5 | 18.2% | 2 | 22.7% | 5 | 4.8% | 1 | 6.3% | 1 |
| Abroad | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Alsager Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cambridge City | 1.1% | 1 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keele Village | 1.1% | 1 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| Shrewsbury Town Centre | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 2 |
| Stone Town Centre | 2.1% | 2 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| Trentham District Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 4.3% | 4 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 4.8% | 1 | 12.5% | 2 |
| Base: | | 94 | | 24 | | 11 | | 22 | | 21 | | 16 |

Q27 Where did you or your family last go to play bingo?*Those who play bingo at Q22*

| | | | | | | | | | | | | |
|---|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|
| Gala, Albion Square, Stoke- on-Trent City Centre (Hanley) | 27.3% | 6 | 60.0% | 3 | 33.3% | 2 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Gala, Victoria Road, Fenton | 27.3% | 6 | 40.0% | 2 | 16.7% | 1 | 0.0% | 0 | 75.0% | 3 | 0.0% | 0 |
| Mecca Bingo, Phoenix Leisure Park, Crewe | 9.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 66.7% | 2 |
| Mecca, Calor Centre, Etruria Road, Stoke-on-Trent | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cheswardine Village | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 |
| Great Chell Village | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 |
| Octagon Centre, Stoke-on- Trent | 4.5% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Silverdale Village | 4.5% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trentham District Centre | 4.5% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 22 | | 5 | | 6 | | 4 | | 4 | | 3 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | | | | | | |
|---|-------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|
| Q28 Where did you or your family last go to a health club/gym? | | | | | | | | | | | | |
| <i>Those who go to health clubs/gyms at Q22</i> | | | | | | | | | | | | |
| Castle Gym, Jubilee Baths, Brunswick Street, Newcastle-under-Lyme | 4.2% | 4 | 15.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Gym, Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove | 6.3% | 6 | 3.8% | 1 | 0.0% | 0 | 18.5% | 5 | 0.0% | 0 | 0.0% | 0 |
| Dimensions Leisure Centre, Scotia Road, Burslem | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Esporta, Festival Heights, Stoke-on-Trent | 1.1% | 1 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fenton Manor Sports Complex, City Road, Stoke-on-Trent | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 2 | 0.0% | 0 |
| Fitness First, Ravenside Retail Park, Fenton, Stoke- on-Trent | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Gymophobics, High Street, Newcastle-under-Lyme | 1.1% | 1 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spirit Health and Fitness, Clayton Road, Newcastle- under-Lyme | 2.1% | 2 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.6% | 1 | 0.0% | 0 |
| Tollgate Hotel and Leisure, Ripon Road, Stoke-on- Trent | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 2 | 0.0% | 0 |
| Total Fitness, Parklands, Newcastle-under-Lyme | 18.9% | 18 | 23.1% | 6 | 29.4% | 5 | 0.0% | 0 | 27.8% | 5 | 28.6% | 2 |
| Biddulph Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Burslem Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crewe Town Centre | 2.1% | 2 | 0.0% | 0 | 11.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kidsgrove Town Centre | 6.3% | 6 | 0.0% | 0 | 0.0% | 0 | 22.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| Newcastle-under-Lyme Town Centre | 14.7% | 14 | 30.8% | 8 | 29.4% | 5 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stoke Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 1 | 0.0% | 0 |
| Stoke-on-Trent City Centre (Hanley) | 4.2% | 4 | 3.8% | 1 | 5.9% | 1 | 3.7% | 1 | 5.6% | 1 | 0.0% | 0 |
| Tunstall Town Centre | 6.3% | 6 | 7.7% | 2 | 0.0% | 0 | 14.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Bentilee Village | 1.1% | 1 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheadle Town Centre | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 1 | 0.0% | 0 |
| Chesterton Village | 1.1% | 1 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fenton Town Centre | 4.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.2% | 4 | 0.0% | 0 |
| Hanchurch Village | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 |
| Keele Village | 1.1% | 1 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knutsford Village | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Market Drayton Town Centre | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 42.9% | 3 |
| Packmoor Village | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wolstanton Village | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 4.2% | 4 | 3.8% | 1 | 5.9% | 1 | 0.0% | 0 | 5.6% | 1 | 14.3% | 1 |
| Base: | | 95 | | 26 | | 17 | | 27 | | 18 | | 7 |
| Q29 Where did you or your family last go for tenpin bowling? | | | | | | | | | | | | |
| <i>Those who go tenpin bowling at Q22</i> | | | | | | | | | | | | |
| Tenpin, Festival Park, Stoke- on-Trent | 83.5% | 86 | 92.3% | 24 | 82.4% | 14 | 93.3% | 28 | 94.1% | 16 | 30.8% | 4 |
| Lakeside Superbowl, Phoenix Leisure Park, Crewe | 3.9% | 4 | 0.0% | 0 | 11.8% | 2 | 6.7% | 2 | 0.0% | 0 | 0.0% | 0 |
| AMF Bowling, Shrewsbury | 4.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 38.5% | 5 |
| Telford Superbowl, Telford | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 |
| (Don't know / can't remember) | 6.8% | 7 | 7.7% | 2 | 5.9% | 1 | 0.0% | 0 | 5.9% | 1 | 23.1% | 3 |
| Base: | | 103 | | 26 | | 17 | | 30 | | 17 | | 13 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|--|-------|--------|--------|--------|--------|--------|
| Q30 Do you think that Newcastle-under-Lyme Borough is well provided for, in terms of sport/leisure, entertainment and arts and cultural facilities? | | | | | | |
| Yes | 58.5% | 293 | 69.0% | 69 | 65.0% | 65 |
| No | 15.6% | 78 | 23.0% | 23 | 12.0% | 12 |
| (Don't know / not sure) | 25.9% | 130 | 8.0% | 8 | 23.0% | 23 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| Q31 What sports / leisure or entertainment facilities would you like to see developed in Newcastle-under-Lyme Borough? <i>Not those who think that Newcastle-under-Lyme Borough is well provided for, in terms of sport/leisure, entertainment and arts and cultural facilities at Q30</i> | | | | | | |
| More Cinemas | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| More Theatres | 9.6% | 20 | 16.1% | 5 | 5.7% | 2 |
| More Museums | 1.4% | 3 | 6.5% | 2 | 0.0% | 0 |
| Art Galleries | 0.5% | 1 | 3.2% | 1 | 0.0% | 0 |
| Dance/Performance Space | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Exhibition Space | 1.0% | 2 | 0.0% | 0 | 2.9% | 1 |
| Leisure centres | 5.3% | 11 | 6.5% | 2 | 5.7% | 2 |
| Swimming pools | 2.9% | 6 | 0.0% | 0 | 2.9% | 1 |
| Gyms | 1.4% | 3 | 6.5% | 2 | 0.0% | 0 |
| Tennis clubs | 1.0% | 2 | 3.2% | 1 | 0.0% | 0 |
| Football centres | 3.4% | 7 | 9.7% | 3 | 2.9% | 1 |
| Athletics centres | 1.9% | 4 | 9.7% | 3 | 2.9% | 1 |
| Bowling Alley | 1.9% | 4 | 6.5% | 2 | 0.0% | 0 |
| Childrens play areas | 1.4% | 3 | 3.2% | 1 | 2.9% | 1 |
| Community Hall | 1.0% | 2 | 3.2% | 1 | 2.9% | 1 |
| Ice Rink | 2.4% | 5 | 0.0% | 0 | 8.6% | 3 |
| More activities | 1.4% | 3 | 6.5% | 2 | 0.0% | 0 |
| More music venues | 3.8% | 8 | 6.5% | 2 | 0.0% | 0 |
| More restaurants / places to eat | 3.8% | 8 | 9.7% | 3 | 2.9% | 1 |
| (Don't know / not sure) | 66.8% | 139 | 32.3% | 10 | 65.7% | 23 |
| Base: | 208 | 31 | 35 | 37 | 45 | 60 |
| Q32 When using the internet for shopping which 3 products do you most often purchase online? | | | | | | |
| Nothing | 36.5% | 183 | 32.0% | 32 | 43.0% | 43 |
| Groceries | 6.4% | 32 | 8.0% | 8 | 7.0% | 7 |
| Clothes and Shoes | 25.2% | 126 | 24.0% | 24 | 20.0% | 20 |
| Domestic electrical appliances | 5.2% | 26 | 7.0% | 7 | 5.0% | 5 |
| Electrical TV, Hi-Fi and computers | 10.8% | 54 | 12.0% | 12 | 6.0% | 6 |
| Furniture, soft furnishings and floor coverings | 2.8% | 14 | 2.0% | 2 | 4.0% | 4 |
| DIY, hardware and homewares | 5.8% | 29 | 7.0% | 7 | 3.0% | 3 |
| Health and beauty, chemist items | 4.8% | 24 | 5.0% | 5 | 2.0% | 2 |
| Books, CDs, DVDs, toys etc. | 38.5% | 193 | 47.0% | 47 | 28.0% | 28 |
| Travel goods (tickets, holidays etc) | 5.0% | 25 | 3.0% | 3 | 4.0% | 4 |
| Computer software / electronic games | 7.4% | 37 | 5.0% | 5 | 6.0% | 6 |
| Pet products | 1.2% | 6 | 0.0% | 0 | 0.0% | 0 |
| Sports equipment | 2.0% | 10 | 2.0% | 2 | 1.0% | 1 |
| Vehicle parts | 1.2% | 6 | 2.0% | 2 | 1.0% | 1 |
| (Don't know / can't remember) | 2.2% | 11 | 1.0% | 1 | 5.0% | 5 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| GEN Gender: | | | | | | |
| Male | 34.1% | 171 | 34.0% | 34 | 30.0% | 30 |
| Female | 65.9% | 330 | 66.0% | 66 | 70.0% | 70 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |

Newcastle-under-Lyme Household Survey for Nathaniel Lichfield & Partners

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 |
|---|-------|--------|--------|--------|--------|--------|
| AGE How old are you ? | | | | | | |
| 18-24 | 2.0% | 10 | 3.0% | 3 | 4.0% | 4 |
| 25-34 | 5.0% | 25 | 7.0% | 7 | 3.0% | 3 |
| 35-44 | 17.2% | 86 | 19.0% | 19 | 10.0% | 10 |
| 45-54 | 27.7% | 139 | 45.0% | 45 | 14.0% | 14 |
| 55-64 | 19.2% | 96 | 8.0% | 8 | 32.0% | 32 |
| 65+ | 28.1% | 141 | 18.0% | 18 | 36.0% | 36 |
| (Refused) | 0.8% | 4 | 0.0% | 0 | 1.0% | 1 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| OCC What is the occupation of the chief income earner in your household ? | | | | | | |
| Occupation / job description | 83.2% | 417 | 92.0% | 92 | 72.0% | 72 |
| Full Time Student | 10.8% | 54 | 4.0% | 4 | 18.0% | 18 |
| (Refused) | 6.0% | 30 | 4.0% | 4 | 10.0% | 10 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| LAN Where English is not your first language, please specify your main language: | | | | | | |
| No other language / English is my first language | 98.4% | 493 | 100.0% | 100 | 98.0% | 98 |
| Other language | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Figian | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| French | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| German | 0.2% | 1 | 0.0% | 0 | 1.0% | 1 |
| Welsh | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 0.8% | 4 | 0.0% | 0 | 1.0% | 1 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| DIS Do you consider yourself to have a disability? If so, what is the nature of your disability? | | | | | | |
| No disabilities | 86.4% | 433 | 93.0% | 93 | 78.0% | 78 |
| Disability | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arthritis | 3.2% | 16 | 3.0% | 3 | 6.0% | 6 |
| Breathing problems | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Cancer | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 |
| Diabetes | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 |
| Fibromyalgia | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hearing problems | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Heart problems | 1.2% | 6 | 0.0% | 0 | 2.0% | 2 |
| Hip replacement | 0.8% | 4 | 0.0% | 0 | 2.0% | 2 |
| Mobility issues | 2.2% | 11 | 2.0% | 2 | 6.0% | 6 |
| Multiple Sclerosis | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Osteoporosis | 0.4% | 2 | 0.0% | 0 | 1.0% | 1 |
| Spinal problems | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Visually impaired | 0.6% | 3 | 1.0% | 1 | 1.0% | 1 |
| (Don't know / varies) | 0.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 2.0% | 10 | 1.0% | 1 | 3.0% | 3 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| SEG Socio-economic Grouping | | | | | | |
| A | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| B | 14.0% | 70 | 22.0% | 22 | 15.0% | 15 |
| C1 | 31.3% | 157 | 31.0% | 31 | 22.0% | 22 |
| C2 | 22.4% | 112 | 20.0% | 20 | 21.0% | 21 |
| D | 14.4% | 72 | 18.0% | 18 | 14.0% | 14 |
| E | 11.6% | 58 | 5.0% | 5 | 18.0% | 18 |
| (Refused) | 6.0% | 30 | 4.0% | 4 | 10.0% | 10 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |
| ZON Zone | | | | | | |
| Zone 1 | 20.0% | 100 | 100.0% | 100 | 0.0% | 0 |
| Zone 2 | 20.0% | 100 | 0.0% | 0 | 100.0% | 100 |
| Zone 3 | 20.0% | 100 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 | 20.0% | 100 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 | 20.2% | 101 | 0.0% | 0 | 0.0% | 0 |
| Base: | 501 | 100 | 100 | 100 | 100 | 101 |