

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q01 Where did you last go to undertake your main food and grocery shopping?																					
<i>Excluding Internet & DK</i>																					
Zone 1																					
Aldi, Green Oaks Way, Widnes	1.9%	18	8.7%	16	2.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Widnes Road, Widnes	5.8%	54	28.3%	52	1.9%	1	1.0%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Derby Road, Farnworth, Widnes	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Albert Square, Widnes	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, Windmill Centre, Lugsdale Road, Widnes	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons M Local, Fir Park, Queensbury Way, Widnes	1.4%	13	6.3%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	
Morrisons, Green Oaks Way, Widnes	7.9%	74	37.7%	69	3.8%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widnes	3.8%	36	6.3%	12	2.0%	1	2.8%	4	0.0%	0	0.0%	0	13.0%	19	0.0%	0	0.0%	0	0.0%	0	
Zone 2																					
Co-op, Hawthorne Avenue, Great Sankey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Warrington Road, Penketh, Warrington	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	2.1%	19	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.7%	0	4.4%	6	0.0%	0	5.6%	9	0.0%	0	0.5%
Tesco Express, Cronton Cottages, Warrington Road, Penketh, Warrington	0.6%	6	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3																					
Aldi, Trident Park, Halton Lea, Runcorn	2.8%	27	0.0%	0	0.0%	0	16.6%	25	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, West Lane, Runcorn	11.1%	104	0.8%	1	0.0%	0	62.3%	93	19.3%	9	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Granville Street, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Town Square, Halton Lea, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Edwards Road, Runcorn	0.6%	6	0.0%	0	0.0%	0	3.6%	5	0.6%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Runcorn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.6%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 4																					

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Frodsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Morrisons, High Street, Frodsham	1.5%	14	0.0%	0	0.0%	0	1.5%	2	25.2%	12	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Helsby, Frodsham	1.9%	18	0.0%	0	0.0%	0	0.0%	0	38.5%	18	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lower Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	3.1%	29	0.0%	0	7.4%	4	0.0%	0	0.6%	0	0.0%	0	12.0%	17	0.0%	0	3.2%	5	2.1%	2	1.6%	0
Asda, Cockhedge Way, Warrington	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11	0.0%	0	3.5%	5	1.9%	2	2.1%	1
Co-op, Holes Lane, Woolston, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridges, Knutsford Road, Latchford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Farmfoods, School Brow, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Golden Square Shopping Centre, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, Fennel Street, Warrington	1.3%	12	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Thelwall Lane, Latchford, Warrington	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.6%	1	6.3%	2
M&S Foodhall, Sankey Street, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Church Street, Warrington	7.2%	68	0.0%	0	0.4%	0	0.0%	0	0.0%	0	6.3%	1	17.5%	25	4.0%	3	16.2%	25	11.6%	11	10.9%	3
Tesco Extra, Winwick Road, Warrington	2.8%	26	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.1%	0	3.3%	5	1.7%	1	7.4%	12	3.6%	3	14.0%	4
Zone 7																						
Aldi, Dewhurst Road, Birchwood, Warrington	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	3	13.1%	9	4.5%	7	0.8%	1	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington	6.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	8.2%	12	44.4%	29	12.2%	19	1.1%	1	3.1%	1
Sainsbury's, Common Lane, Culcheth, Warrington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Asda, Westbrook Centre, Westbrook, Warrington	7.5%	70	0.0%	0	34.3%	20	0.0%	0	0.8%	0	0.7%	0	5.8%	8	0.0%	0	25.5%	40	0.8%	1	2.4%	1
Aldi, Chiltern Road, Warrington	1.6%	15	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	8.4%	13	0.0%	0	0.7%	0
Co-op, Fearnhead Cross, Insall Road, Padgate, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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M&S Foodhall, Europa Boulevard, Westbrook, Warrington	0.9%	9	0.8%	1	12.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winwick Road, Warrington	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	12	2.4%	2	1.5%	2	0.0%	0	2.6%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	1.7%	16	0.0%	0	0.4%	0	0.0%	0	0.0%	0	5.2%	0	1.6%	2	0.0%	0	0.0%	0	8.9%	8	16.2%	5
Co-op, Dudlow Green Road, Appleton, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls Avenue, Warrington	8.6%	80	0.0%	0	0.0%	0	1.5%	2	0.6%	0	48.1%	4	2.8%	4	1.7%	1	3.1%	5	65.0%	61	9.2%	3
Tesco Express, Knutsford Road, Grappenhall, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Zone 10																						
Co-op, Cherry Lane, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Outside Study Area - Bolton																						
Co-op, Market Street, Westhoughton, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Booths, Stanley Road, Knutsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sainsbury's, Alderley Road, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Cheshire West																						
M&S, Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Aldi, Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sealand Industrial Estate, Bumpers Lane, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tarvin Road, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Dunkirk Trading Estate, Chester Gates, Chester	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Witton Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Chester Way, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

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Street, Northwich																						
Sainsbury's, Kinsey Road, Ellesmere Port	0.8%	7	0.0%	0	0.0%	0	1.8%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Venables Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weston Grove, Upton, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Manchester Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Outside Study Area - Flintshire																						
Asda, River Lane, Saltney, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Aldi, Leathers Lane, Halewood, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Steley Way, Prescot	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aldi, Broad Green Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hunts Cross Shopping Park, Speke Hall Road, Liverpool	0.5%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Besford Road, Belle Vale, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Penketh Drive, Liverpool	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Salford																						
Asda, Liverpool Road, Eccles, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fairhills Road, Irlam, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Armitage Avenue, Little Hulton, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Liverpool Road, Irlam, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fairhills Industrial Estate,	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	0.6%	1	0.0%	0	1.0%	0

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Woodrow Way, Irlam, Manchester											
Outside Study Area - St. Helens											
Aldi, Branchway, Haydock, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Clock Face Road, Clock Face, St. Helens	0.3%	2	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Baxters Lane, St. Helens	0.8%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%
Morrisons, Haydock Street, Newton-le-Willows	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Tesco Express, East Lancashire Road, Windle, St. Helens	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Sainsbury's Local, Warwick Mall, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
Aldi, Davenport Lane, Broadheath, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Asda, Traders Avenue, Barton Dock Road, Urmston, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
M&S Foodhall, George Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Sainsbury's, Lloyd Street, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Tesco Express, Ashley Road, Hale, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Tesco Extra, Manor Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Waitrose, Draybank Road, Broadheath, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Outside Study Area - Wigan											
Aldi, Atherton Road, Hindley Green, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Aldi, King Street, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Aldi, Princess Road, Ashton-in-Makerfield, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Asda, Ladies Lane, Hindley, Wigan	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Warrington Road, Platt Bridge, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
M&S Simply Food,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Parsonage Retail Park, Parsonage Way, Morrisons M Local, Wigan Road, Ashton-in-Makerfield, Wigan	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Leigh Sports Village, Sale Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Makerfield Way, Ince, Wigan	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shuttle Street, Tyldesley, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, The Loom, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Cross Street, Hindley, Wigan	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Other																						
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	936	183	59	150	46	9	143	66	156	93	31											
Sample:	955	99	96	95	95	96	95	94	96	97	92											

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

Those who do their main food shopping via the Internet at Q01

Asda	24.2%	15	43.3%	1	22.4%	0	5.9%	1	0.0%	0	15.3%	0	19.5%	2	31.8%	1	90.7%	9	0.0%	0	8.2%	0
Morrisons	7.4%	5	0.0%	0	22.4%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	34.7%	2	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Tesco	47.7%	30	0.0%	0	55.2%	1	89.7%	22	100.0%	1	15.3%	0	10.8%	1	53.4%	2	9.3%	1	22.6%	1	11.5%	1
Ocado	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.5%	0	0.0%	0	14.8%	1	0.0%	0	42.7%	2	71.4%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	3	56.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	63	2	2	25	1	0	8	4	10	4	6											
Sample:	44	2	3	5	3	4	4	6	5	4	8											

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																					
Accessibility by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Accessibility by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Car parking prices	0.6%	6	1.0%	2	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	
Car parking provision	1.4%	14	2.8%	5	2.2%	1	0.0%	0	0.6%	0	7.3%	1	1.9%	3	1.4%	1	1.1%	2	0.6%	1	0.6%
Choice of food goods available	4.1%	41	1.6%	3	1.7%	1	5.6%	10	8.5%	4	6.4%	1	5.1%	8	5.1%	4	2.7%	5	5.8%	6	3.1%
Choice of shops nearby selling non-food goods	0.7%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	13.2%
Choice of shops selling food goods	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	2	0.0%	0	1.2%
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Delivery service	1.5%	15	0.8%	1	0.0%	0	0.0%	0	2.5%	1	3.0%	0	1.8%	3	3.7%	3	0.7%	1	1.6%	2	10.3%
Easy to get to by car	2.0%	20	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	0	3.7%	6	0.7%	0	6.0%	10	1.2%	1	3.2%
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good internal layout	2.2%	22	2.9%	5	18.9%	12	0.0%	0	0.8%	0	2.3%	0	0.0%	0	0.9%	1	1.1%	2	2.0%	2	0.0%
Good service / friendly staff	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.1%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%
Habit / always use it / preference for retailer	4.2%	42	5.2%	10	7.5%	5	1.5%	3	6.8%	3	5.7%	1	3.1%	5	1.4%	1	4.3%	7	4.5%	4	11.5%
Internet shopping is convenient	1.3%	13	0.0%	0	2.5%	2	3.6%	6	0.0%	0	1.6%	0	0.6%	1	1.3%	1	0.5%	1	1.0%	1	3.4%
Lower prices	12.9%	130	13.1%	24	11.4%	7	10.8%	19	5.4%	3	12.1%	1	16.0%	24	11.3%	8	14.8%	25	11.1%	11	21.4%
Loyalty card / points scheme	0.7%	7	0.0%	0	0.0%	0	1.0%	2	0.6%	0	1.2%	0	1.0%	1	2.3%	2	0.9%	2	0.0%	0	0.8%
Near to home	43.0%	431	39.8%	74	47.0%	29	39.6%	70	52.3%	25	29.7%	3	46.5%	70	53.5%	38	39.5%	65	54.0%	53	11.7%
Near to work	1.1%	11	0.6%	1	0.6%	0	1.5%	3	0.8%	0	5.6%	1	1.0%	1	2.8%	2	0.0%	0	1.0%	1	2.8%
Nice shopping environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Only one in the area / no other choice	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%
Preference for retailer	6.8%	68	4.3%	8	0.0%	0	26.7%	47	0.6%	0	3.8%	0	3.5%	5	2.8%	2	1.5%	2	1.2%	1	2.6%
Provision of leisure facilities nearby	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.4%
Provision of services nearby, such as banks and other financial services	0.9%	9	0.0%	0	0.6%	0	0.6%	1	13.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quality of food goods available	4.2%	42	7.8%	14	1.3%	1	3.6%	6	1.7%	1	2.1%	0	2.5%	4	3.7%	3	3.1%	5	6.7%	7	3.9%
Quality of shops selling food goods	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	6	0.0%	0	0.4%
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staff discount / work there	2.7%	27	7.5%	14	0.9%	1	2.8%	5	0.0%	0	1.3%	0	3.0%	5	0.7%	0	0.0%	0	2.0%	2	0.8%
Value for money	2.3%	23	4.7%	9	1.5%	1	0.5%	1	0.6%	0	1.6%	0	3.0%	5	1.9%	1	2.2%	4	1.4%	1	2.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Close to friends / family	0.2%	2	0.8%	1	0.4%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Not too busy	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	11.8%	20	0.0%	0	0.0%	0
Good opening hours	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	3.0%	30	5.7%	11	1.8%	1	0.6%	1	2.9%	1	2.1%	0	4.1%	6	1.2%	1	2.7%	4	3.6%	3	1.6%	1
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											

Q04 What if anything is the one thing you most dislike about your main food shopping location at (STORE MENTIONED AT Q01)?

Nothing	71.8%	721	74.1%	137	74.5%	45	64.5%	114	77.4%	37	72.7%	7	57.8%	88	76.8%	54	87.0%	144	67.2%	66	75.4%	28
Change layout too often	0.6%	6	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	9.5%	4
Difficult / expensive parking	1.7%	18	5.1%	9	1.9%	1	3.4%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Expensive	7.0%	71	7.2%	13	1.7%	1	3.4%	6	8.0%	4	1.4%	0	22.8%	35	0.0%	0	3.2%	5	4.8%	5	4.3%	2
Lack of cycle parking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.0%	10	1.0%	2	0.6%	0	0.5%	1	1.2%	1	3.7%	0	2.5%	4	1.2%	1	0.0%	0	1.0%	1	1.3%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	6.0%	60	3.1%	6	3.4%	2	6.6%	12	1.2%	1	6.3%	1	4.5%	7	9.9%	7	5.4%	9	16.3%	16	2.5%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.4%	14	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	4	0.7%	0	0.0%	0	1.0%	1	0.8%	0
Poor quality	1.9%	19	1.0%	2	9.8%	6	1.5%	3	2.5%	1	3.8%	0	1.8%	3	0.7%	0	0.5%	1	2.4%	2	0.8%	0
Staff rude / unhelpful	0.8%	8	0.8%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.6%	1	1.6%	1	1.1%	2	0.0%	0	0.4%	0
Too busy	1.0%	10	0.0%	0	0.7%	0	1.7%	3	1.7%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	3	1.2%	1	0.6%	0
Too far away	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.8%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Too small	1.3%	13	1.9%	3	2.6%	2	1.5%	3	3.7%	2	1.2%	0	1.3%	2	0.7%	0	0.0%	0	1.0%	1	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough staff / long queues	1.3%	13	0.8%	1	0.9%	1	1.7%	3	1.4%	1	3.2%	0	1.1%	2	2.6%	2	0.9%	2	1.6%	2	0.0%	0
Internet issues (Can't choose own produce / substitutions etc.)	0.5%	5	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.9%	0	1.0%	2	2.1%	1	0.0%	0	0.0%	0	0.6%	0
Too big	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not a nice environment	2.3%	23	0.0%	0	1.4%	1	11.8%	21	0.6%	0	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Not enough trolleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Having to pay for trolleys (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	0
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Mean score: [£]												
Q05 How much on average does your household normally spend on main food shopping in a week?												
£1 - £5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
£11 - £15	0.3%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
£16 - £20	1.2%	12	2.9%	5	0.7%	0	0.8%	1	1.9%	1	2.5%	0
£21 - £25	2.4%	25	0.0%	0	1.4%	1	0.5%	1	0.6%	0	0.7%	0
£26 - £30	4.2%	42	3.2%	6	11.9%	7	5.2%	9	3.6%	2	2.7%	0
£31 - £35	1.8%	18	0.6%	1	2.4%	1	0.0%	0	1.2%	1	3.2%	0
£36 - £40	4.4%	44	3.7%	7	5.4%	3	4.1%	7	7.7%	4	4.8%	0
£41 - £45	3.3%	33	2.8%	5	1.8%	1	0.5%	1	2.3%	1	10.1%	1
£46 - £50	7.8%	78	7.2%	13	5.6%	3	7.4%	13	9.1%	4	9.6%	1
£51 - £55	2.3%	23	4.7%	9	9.2%	6	1.3%	2	1.9%	1	1.4%	0
£56 - £60	8.5%	85	7.4%	14	4.5%	3	18.6%	33	5.3%	3	5.0%	0
£61 - £65	1.3%	13	2.9%	5	0.7%	0	0.0%	0	1.1%	1	1.6%	0
£66 - £70	6.6%	66	7.3%	14	4.5%	3	7.6%	13	9.7%	5	8.4%	1
£71 - £75	1.5%	15	0.0%	0	2.4%	1	2.2%	4	1.4%	1	1.9%	0
£76 - £80	10.6%	106	6.7%	12	8.1%	5	3.7%	7	8.3%	4	3.1%	0
£81 - £85	1.9%	19	6.4%	12	2.8%	2	0.0%	0	0.6%	0	1.9%	0
£86 - £90	3.7%	38	7.5%	14	0.0%	0	2.8%	5	1.4%	1	4.5%	0
£91 - £95	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£96 - £100	13.0%	130	12.0%	22	4.3%	3	16.4%	29	21.3%	10	12.3%	1
£101 - £120	4.6%	46	7.4%	14	9.3%	6	2.8%	5	2.7%	1	6.6%	1
£121 - £140	2.2%	22	3.3%	6	0.7%	0	1.4%	3	0.8%	0	0.0%	0
£141 - £160	3.4%	35	0.8%	1	1.6%	1	4.3%	8	0.8%	0	4.9%	0
£161 - £180	1.1%	11	1.9%	3	0.6%	0	1.5%	3	0.0%	0	0.0%	0
£181 - £200	1.0%	10	2.9%	5	0.0%	0	1.9%	3	0.0%	0	0.9%	0
£201 - £250	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
£250+	0.4%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.8%	108	5.6%	10	20.6%	13	14.7%	26	14.2%	7	11.0%	1
(Refused)	1.5%	16	1.0%	2	0.9%	1	0.5%	1	3.4%	2	2.9%	0
Mean:	77.77	86.22	66.41	80.17	71.41	73.49	76.91	70.09	67.00	86.17	90.96	
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37	
Sample:	1004	101	100	101	100	100	100	100	101	101	100	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																						
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)? [PR]																						
Daily	0.9%	9	1.9%	4	0.6%	0	1.6%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.6%	0
At least two times a week	10.4%	104	9.4%	18	14.4%	9	7.1%	13	28.3%	14	12.1%	1	5.0%	8	8.1%	6	11.9%	20	16.3%	16	3.8%	1
At least once a week	72.6%	729	76.1%	141	68.4%	42	69.3%	123	58.8%	28	69.4%	7	79.5%	121	71.9%	51	73.2%	121	72.4%	71	68.6%	25
At least once a fortnight	10.7%	107	9.9%	18	3.2%	2	16.7%	30	7.6%	4	8.0%	1	9.3%	14	12.9%	9	8.2%	14	7.8%	8	23.2%	9
At least once a month	4.0%	40	1.9%	3	12.0%	7	3.6%	6	1.4%	1	9.8%	1	4.3%	7	6.4%	5	4.5%	7	1.6%	2	2.1%	1
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	14	0.8%	1	1.4%	1	1.7%	3	3.9%	2	0.7%	0	0.7%	1	0.0%	0	2.2%	4	1.4%	1	1.8%	1
Mean:		1.29		1.34		1.37		1.20		1.83		1.26		1.14		1.13		1.29		1.48		1.02
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?*Not those who shop online at Q01*

Car / van (as driver)	72.5%	682	66.5%	122	76.5%	46	67.2%	103	84.1%	40	79.7%	7	70.7%	102	78.1%	52	69.4%	108	83.8%	78	84.3%	26
Car / van (as passenger)	13.5%	127	17.3%	32	11.1%	7	10.4%	16	6.4%	3	19.5%	2	17.1%	25	15.1%	10	15.6%	24	5.8%	5	13.5%	4
Bus, minibus or coach	2.9%	28	4.4%	8	1.2%	1	5.4%	8	0.6%	0	0.7%	0	2.7%	4	0.8%	0	2.3%	4	2.5%	2	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.2%	68	9.2%	17	9.5%	6	2.3%	4	7.6%	4	0.0%	0	8.1%	12	4.5%	3	10.9%	17	6.2%	6	2.2%	1
Taxi	2.2%	21	0.0%	0	0.4%	0	12.9%	20	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus and taxi	0.2%	2	1.0%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk and taxi	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	10	0.0%	0	0.4%	0	1.8%	3	0.6%	0	0.0%	0	1.4%	2	0.0%	0	1.8%	3	1.7%	2	0.0%	0
Weighted base:		941		183		59		153		47		9		144		66		156		93		31
Sample:		960		99		97		96		97		96		96		94		96		97		92

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score: [Minutes]																						
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?																						
<i>Not those who shop online at Q01</i>																						
1 - 5 minutes	41.1%	387	40.0%	73	32.1%	19	41.3%	63	52.9%	25	8.9%	1	36.9%	53	45.5%	30	56.6%	88	32.7%	30	13.0%	4
6 - 10 minutes	37.9%	356	40.3%	74	44.3%	26	43.0%	66	25.4%	12	38.7%	4	43.9%	63	29.1%	19	27.9%	44	47.5%	44	16.2%	5
11 - 15 minutes	10.9%	103	11.0%	20	19.5%	12	5.7%	9	11.9%	6	28.5%	3	15.0%	22	13.7%	9	4.9%	8	12.2%	11	15.5%	5
16 - 20 minutes	5.8%	54	4.1%	7	2.4%	1	5.1%	8	7.2%	3	16.9%	2	2.4%	3	5.6%	4	6.6%	10	3.6%	3	38.9%	12
21 - 25 minutes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.3%	2
26 - 30 minutes	1.4%	13	0.0%	0	0.6%	0	3.2%	5	0.6%	0	2.2%	0	0.0%	0	3.9%	3	2.3%	4	0.0%	0	4.7%	1
31 minutes +	1.4%	13	4.6%	8	1.1%	1	0.6%	1	0.0%	0	2.0%	0	0.0%	0	0.8%	0	0.0%	0	1.5%	1	2.4%	1
(Don't know)	1.0%	10	0.0%	0	0.0%	0	1.3%	2	0.6%	0	2.0%	0	1.8%	3	0.8%	0	1.7%	3	1.1%	1	1.4%	0
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1	1.7%	1
Mean:	9.42		9.88		9.44		9.51		8.26		13.63		8.76		9.33		8.09		9.41		16.89	
Weighted base:	941		183		59		153		47		9		144		66		156		93		31	
Sample:	960		99		97		96		97		96		96		94		96		97		92	
Q09 When do you do your main food shopping?																						
Weekdays during the day	41.5%	417	38.1%	71	54.3%	33	40.9%	72	37.8%	18	69.4%	7	44.3%	67	42.9%	30	33.3%	55	43.2%	42	57.4%	21
Weekdays during the evening	15.1%	151	13.1%	24	26.8%	16	16.3%	29	1.6%	1	10.0%	1	16.1%	24	6.5%	5	24.7%	41	7.4%	7	7.8%	3
Saturday	11.6%	116	13.0%	24	5.1%	3	8.9%	16	14.9%	7	8.8%	1	8.1%	12	16.6%	12	14.0%	23	10.8%	11	20.9%	8
Sunday	6.4%	64	4.7%	9	3.8%	2	2.8%	5	6.2%	3	0.7%	0	15.4%	23	4.4%	3	2.5%	4	14.8%	14	0.8%	0
(Don't know / varies)	25.4%	255	31.2%	58	10.0%	6	31.1%	55	39.5%	19	11.0%	1	16.1%	24	29.6%	21	25.5%	42	23.9%	23	13.2%	5
Weighted base:	1004		185		61		177		48		10		152		70		166		98		37	
Sample:	1004		101		100		101		100		100		100		100		101		101		100	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q10 When you go main food shopping is your trip linked with any other activity?																						
<i>Not those who shop online at Q01</i>																						
Yes – non-food shopping	5.2%	49	6.4%	12	3.8%	2	6.7%	10	4.6%	2	5.1%	0	1.4%	2	4.8%	3	4.6%	7	8.3%	8	6.5%	2
Yes – other-food shopping	5.3%	50	3.1%	6	4.1%	2	13.9%	21	3.6%	2	8.3%	1	1.0%	1	8.7%	6	3.1%	5	3.6%	3	8.4%	3
Yes – visiting services such as banks and other financial institutions	1.7%	16	1.6%	3	0.4%	0	2.3%	4	1.5%	1	4.2%	0	1.8%	3	1.3%	1	1.6%	2	1.3%	1	2.9%	1
Yes – leisure activity	3.6%	34	0.8%	1	10.1%	6	0.6%	1	15.7%	7	7.0%	1	5.0%	7	4.1%	3	3.2%	5	2.1%	2	2.7%	1
Yes – travelling to/from work	4.5%	42	6.7%	12	9.5%	6	1.4%	2	2.1%	1	9.2%	1	6.2%	9	6.9%	5	2.3%	4	1.7%	2	5.1%	2
Yes – travelling to/from school/college/university	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	1	1.7%	1
Yes – getting petrol	1.8%	17	0.0%	0	0.8%	0	0.7%	1	0.6%	0	1.0%	0	3.9%	6	1.5%	1	2.1%	3	5.0%	5	1.9%	1
Yes – visiting café / pub / restaurant	4.0%	38	2.6%	5	0.8%	0	13.0%	20	3.4%	2	2.0%	0	3.1%	5	4.3%	3	0.6%	1	2.8%	3	1.1%	0
Yes – visiting family/friends	1.9%	18	0.6%	1	0.4%	0	2.3%	4	2.4%	1	3.0%	0	3.6%	5	2.8%	2	1.7%	3	1.1%	1	2.1%	1
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.6%	1	0.0%	0	1.5%	1	0.0%	0	3.1%	3	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	69.7%	656	76.2%	139	69.1%	41	58.0%	88	63.6%	30	52.5%	5	72.8%	105	59.6%	39	78.7%	123	69.8%	65	66.2%	21
(Don't know / varies)	1.2%	11	1.5%	3	1.0%	1	0.9%	1	1.9%	1	0.0%	0	1.2%	2	0.0%	0	2.0%	3	0.0%	0	1.5%	0
Weighted base:		941		183		59		153		47		9		144		66		156		93		31
Sample:		960		99		97		96		97		96		96		94		96		97		92

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q11 Where do you do this linked trip?											
<i>Those who link their main food shopping trip with non-food shopping, other food shopping or visiting services at Q10 AND Excluding Internet & DK</i>											
Zone 1											
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Retail Park, Widnes	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Green Oaks Shopping Centre, Widnes	4.8%	5	31.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes Shopping Park, Widnes	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes Town Centre	7.0%	8	32.2%	5	30.8%	1	0.0%	0	0.0%	0	0.0%
Zone 2											
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Honiton Square, Penketh	0.2%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Asda, West Lane, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Edwards Road, Runcorn	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%
Runcorn Shopping Centre, Runcorn	11.8%	13	0.0%	0	0.0%	0	36.2%	13	9.2%	0	0.0%
Trident Retail & Leisure Park, Runcorn	1.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%
Zone 4											
Frodsham Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	28.1%	1	0.0%
Zone 5											
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Aldi, Crosfield Street, Warrington	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%
Bridge Street, Warrington	1.3%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%
Cockhedge Shopping Park, Warrington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Golden Square Shopping Centre, Warrington	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Warrington	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%
Warrington	15.8%	18	0.0%	0	43.0%	2	0.0%	0	7.0%	0	22.4%
Warrington Market, Bank Street, Warrington	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birchwood	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%
Birchwood Shopping Centre,	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Warrington Culcheth Village Zone 8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, Warrington Aldi, Chiltern Road, Warrington	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapelford	0.4%	0	0.0%	0	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	1.5%	2	8.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Westbrook Winwick Village Zone 9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath Zone 10	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	1	0.0%	0	0.0%	0	0.0%	0	47.9%	6	8.0%	0
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm Outside Study Area - Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre Outside Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arley Hall & Gardens, Arley Knutsford Town Centre Outside Study Area - Cheshire West	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre Outside Study Area - Cheshire West and Chester	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	29.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester Outside Study Area - Conwy	0.3%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Llandudno Town Centre Outside Study Area - Flintshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St David's Retail Park, Chester Outside Study Area - Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn Town Centre Outside Study Area - Knowsley	16.6%	18	0.0%	0	0.0%	0	51.0%	18	12.0%	1	0.0%
Cables Retail Park, Prescot Outside Study Area - Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park, Speke	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre Outside Study Area - Manchester	1.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%
Manchester Airport, Manchester Outside Study Area - Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mill Stores, Vivary Way, Colne Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood Moss Nurseries, Moss Road, Manchester Outside Study Area - St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydock Village Centre St Helens Town Centre Outside Study Area - Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1.3%	1	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Hulme Local Centre, Stockport Outside Study Area - Trafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%
Altrincham Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%
Atlantic Street Retail Park, Altrincham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Outside Study Area - Trafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Trafford Centre, Manchester	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Outside Study Area - Wigan												
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Market Hall, Spinning Jenny Way, Leigh	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0
Leigh Town Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	1	8.1%	1
Outside Study Area - Other												
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	111	17	5	35	4	2	6	10	15	12	6	
Sample:	145	11	13	23	11	19	5	14	13	16	20	

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	69.5%	697	72.5%	134	45.8%	28	72.3%	128	78.4%	38	65.1%	6	81.3%	123	78.9%	56	51.0%	84	73.7%	72	75.2%	28
No	30.5%	306	27.5%	51	54.2%	33	27.7%	49	21.6%	10	34.9%	3	18.7%	28	21.1%	15	49.0%	81	26.3%	26	24.8%	9
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	100	100	100											

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For WYG

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December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q13 Where did you last go to undertake this 'top-up' shopping?																						
<i>Those who do top-up shopping at Q12 AND Excluding Internet & DK</i>																						
Zone 1																						
Aldi, Green Oaks Way, Widnes	1.6%	10	7.2%	10	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	4.5%	30	22.4%	30	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 231 Liverpool Road, Widnes	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 442 Liverpool Road, Hough Green, Widnes	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Derby Road, Farnworth, Widnes	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hale Road, Widnes	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnworth Town Centre	1.0%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Albert Square, Widnes	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Centre, Lugsdale Road, Widnes	1.0%	6	4.5%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Fir Park, Queensbury Way, Widnes	1.5%	10	7.2%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	3.9%	26	19.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halton View Road, Widnes	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widnes	0.7%	5	2.5%	3	0.0%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Market	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	2.6%	17	12.2%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Co-op, Hawthorne Avenue, Great Sankey	0.6%	4	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warrington Road, Penketh, Warrington	4.4%	29	0.0%	0	28.6%	8	0.0%	0	0.0%	0	0.0%	0	17.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Park Road, Great Sankey, Warrington	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	1.3%	9	0.0%	0	10.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Spar, Honiton Way, Warrington	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	0.4%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cronton Cottages, Warrington Road, Penketh,	0.3%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Warrington											
Warrington Road (East), Penketh	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Aldi, Trident Park, Halton Lea, Runcorn	1.5%	10	0.0%	0	0.0%	0	9.3%	10	0.0%	0	1.9%
Asda, West Lane, Runcorn	6.1%	41	0.0%	0	0.0%	0	37.1%	40	0.0%	0	0.0%
Co-op, Balfour Street, Runcorn	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%
Co-op, Grangeway, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Co-op, Windmill Hill Avenue West, Windmill Hill, Runcorn	0.7%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%
Halton Brook Local Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Iceland, Town Square, Halton Lea, Runcorn	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%
Lidl, Edwards Road, Runcorn	0.7%	5	0.0%	0	0.0%	0	3.3%	4	0.0%	0	6.7%
Preston Brook Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Runcorn Town Centre	2.2%	15	0.0%	0	0.0%	0	13.4%	14	0.0%	0	1.4%
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.7%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%
Zone 4											
Frodsham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%
Morrisons, High Street, Frodsham	2.2%	15	0.0%	0	0.0%	0	3.1%	3	30.7%	11	0.0%
One Stop, Chester Road, Helsby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Overton Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	17.2%	6	0.0%
Sainsbury's Local, Eddisbury Square, Frodsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%
Tesco, Chester Road, Helsby, Frodsham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	29.0%	11	0.0%
Zone 5											
Lower Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
The Hollies Farm Shop, Lower Stretton, Northwich Road, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%
Zone 6											
Aldi, Crosfield Street, Warrington	1.2%	8	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%
Asda, Cockhedge Way, Warrington	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%
Co-op, Holes Lane, Woolston, Warrington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Co-op, Kingsway South, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Orford Lane, Warrington	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.5%	3	0.0%	0	13.6%	4
Co-op, Padgate Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridges, Knutsford Road, Latchford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farmfoods, School Brow, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Golden Square Shopping Centre, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.9%	1
Latchford Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fennel Street, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Thelwall Lane, Latchford, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Lovely Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
M&S Foodhall, Sankey Street, Warrington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.4%	3	0.0%	0	2.1%	2	0.8%	1	0.0%	0
One Stop, Hood Manor Shopping Centre, Dorchester Road, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Padgate Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	2.9%	19	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.4%	10	2.1%	1	4.3%	4	4.1%	3	0.0%	0
Tesco Express, Manchester Road, Warrington	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	3.1%	21	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.2%	4	2.7%	1	14.4%	12	1.4%	1	0.0%	0
Warrington	0.9%	6	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.1%	0	2.4%	3	0.0%	0	1.8%	2	0.8%	1	0.0%	0
Warrington Market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	1.0%	0
Zone 7																						
Aldi, Dewhurst Road, Birchwood, Warrington	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.2%	1	17.6%	10	4.6%	4	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	17.3%	10	2.5%	2	1.4%	1	1.8%	0
Birchwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Culcheth, Warrington	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Glazebrook Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gorse Covert Road, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Sainsbury's, Common Lane, Culcheth, Warrington	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	19	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Asda, Westbrook Centre, Westbrook, Warrington	4.1%	28	0.0%	0	16.8%	5	0.0%	0	0.0%	0	2.2%	0	0.9%	1	0.0%	0	25.9%	22	0.0%	0	0.0%	0
Aldi, Chiltern Road, Warrington	0.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Callands Local Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Co-op, Capesthorne Road, Orford, Warrington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, Cotswold Road, Orford, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, Fearnhead Cross, Insall Road, Padgate, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Lovely Lane, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Co-op, Mercer Street, Burtonwood, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
M&S Foodhall, Europa Boulevard, Westbrook, Warrington	0.9%	6	1.1%	1	1.9%	1	0.0%	0	0.0%	0	3.9%	0	2.3%	3	1.8%	1	0.0%	0	0.0%	0	1.1%	0
Old Hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tesco Express, Orford Green, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Winwick Road, Warrington	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	1	1.2%	1	0.0%	0	0.0%	0	8.9%	6	1.6%	0
Appleton Local Centre	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barley Road, Thelwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bridge Lane, Appleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Dudlow Green Road, Appleton, Warrington	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	9	0.0%	0
Co-op, Knutsford Road, Grappenhall, Warrington	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.0%	4	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Co-op, The Forge Shopping Centre, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Hatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Greenalls Avenue, Warrington	2.0%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.1%	0	0.9%	1	0.0%	0	1.4%	1	13.6%	10	1.0%	0
One Stop, Ellesmere Road, Walton, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, London	0.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Road, Stockton Heath, Warrington											
Spar, Thelwall New Road, Grappenhall, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Wilderspool Causeway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco Express, Knutsford Road, Grappenhall, Warrington	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%
Zone 10											
Co-op, Cherry Lane, Lymm	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Co-op, Lymm	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Costcutter, Higher Lane, Lymm	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lymm Village	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, The Cross, Lymm	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Bolton											
Co-op, Market Street, Westhoughton, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire East											
Booths, Stanley Road, Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Outside Study Area - Cheshire West											
M&S, Cheshire Oaks, Ellesmere Port	0.5%	3	0.0%	0	0.0%	0	2.5%	3	0.8%	0	0.0%
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Outside Study Area - Cheshire West and Chester											
Aldi, Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Chester Market	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Co-op, Northwich Road, Weaverham, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%
Lidl, Chester Way, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waitrose, Foregate Street, Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Morrisons, Chester Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Northwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Sainsbury's, Kinsey Road,	0.2%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%

Warrington Household Survey For WYG

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December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Ellesmere Port												
Sainsbury's, Venables Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Chester Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frodsham Square, Chester	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Outside Study Area - Flintshire												
Asda, River Lane, Saltney, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley												
Aldi, Leathers Lane, Halewood, Liverpool	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Huyton Lane, Huyton, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Outside Study Area - Liverpool												
Aldi, Broad Green Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Asda, Hunts Cross Shopping Park, Speke Hall Road, Liverpool	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Iceland, Belle Vale Shopping Centre, Belle Vale, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Iceland, Penketh Drive, Liverpool	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Mersey Retail Park, Speke Road, Speke, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Altrincham Road, Baguley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Outside Study Area - Salford												
Asda, Liverpool Road, Eccles, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fairhills Road, Irlam, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Local, Standfield Centre, Worsley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Manchester											
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Pendleton Way, Salford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St. Helens											
Aldi, Branchway, Haydock, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Clock Face Road, Clock Face, St. Helens	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Branchway, Haydock, St. Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Sainsbury's Local, Warwick Mall, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Outside Study Area - Trafford											
Aldi, Davenport Lane, Broadheath, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Manor Road, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Outside Study Area - Wigan											
Aldi, Atherton Road, Hindley Green, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Outside Study Area - Other											
Outside Study Area - Other	0.1%	1	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.6%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	670	133	28	108	38	6	121	56	84	70	28
Sample:	690	66	62	75	75	63	74	75	59	67	74

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																						
Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?																						
<i>Those who do top-up shopping at Q12</i>																						
Daily	7.5%	52	10.4%	14	9.8%	3	4.0%	5	3.4%	1	3.4%	0	3.7%	5	3.8%	2	10.0%	8	9.6%	7	25.8%	7
At least two times a week	41.7%	291	40.2%	54	42.8%	12	33.9%	43	31.7%	12	39.2%	2	50.9%	63	38.8%	22	41.8%	35	56.4%	41	25.5%	7
At least once a week	33.7%	235	32.2%	43	34.8%	10	29.6%	38	52.4%	20	37.7%	2	36.4%	45	39.7%	22	34.2%	29	21.6%	16	38.5%	11
At least once a fortnight	6.2%	43	2.4%	3	8.0%	2	16.3%	21	5.4%	2	11.6%	1	2.3%	3	9.7%	5	1.4%	1	3.6%	3	8.4%	2
At least once a month	4.2%	29	7.8%	11	1.2%	0	3.7%	5	2.6%	1	7.1%	0	3.9%	5	3.3%	2	4.3%	4	2.8%	2	0.0%	0
At least every two months	0.1%	1	0.0%	0	0.9%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	2	0.0%	0
Have only visited once	0.4%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	40	7.0%	9	2.5%	1	11.7%	15	3.2%	1	1.1%	0	2.8%	3	0.0%	0	8.3%	7	3.8%	3	1.8%	0
Mean:	2.73	2.90	2.86	2.29	2.13	2.29	2.76	2.27	2.98	3.30	3.32											
Weighted base:	697	134	28	128	38	6	123	56	84	72	28											
Sample:	701	67	63	78	76	64	76	75	59	68	75											

Q15 How do you normally travel to (STORE MENTIONED AT Q13)?*Not those who shop online at Q13*

Car / van (as driver)	58.3%	395	55.9%	75	63.3%	18	75.4%	83	57.5%	22	77.1%	5	51.8%	63	66.9%	37	41.9%	35	68.9%	50	29.0%	8
Car / van (as passenger)	5.2%	35	7.3%	10	7.8%	2	7.6%	8	1.6%	1	13.3%	1	4.1%	5	5.7%	3	4.6%	4	1.5%	1	2.3%	1
Bus, minibus or coach	4.5%	31	4.7%	6	3.0%	1	3.8%	4	0.8%	0	2.2%	0	2.8%	3	2.7%	1	6.7%	6	6.0%	4	14.0%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	30.7%	208	32.2%	43	21.2%	6	13.2%	14	40.2%	15	6.0%	0	39.1%	48	23.9%	13	42.9%	36	23.6%	17	53.0%	15
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	3.9%	3	0.0%	0	1.8%	0
Mobility scooter / disability vehicle	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	678	134	28	110	38	6	122	56	84	72	28											
Sample:	698	67	63	77	76	64	75	75	59	68	74											

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Mean score: [Minutes]																						
Q16 How long did your last journey to (STORE MENTIONED AT Q13) take?																						
<i>Not those who shop online at Q13</i>																						
1 - 5 minutes	55.9%	379	58.4%	78	61.6%	17	47.5%	52	57.1%	22	37.5%	2	58.2%	71	58.8%	33	53.8%	45	55.2%	40	65.2%	18
6 - 10 minutes	25.9%	175	29.4%	40	19.9%	6	32.3%	35	20.6%	8	29.1%	2	23.0%	28	23.8%	13	27.5%	23	23.5%	17	14.3%	4
11 - 15 minutes	7.0%	47	6.2%	8	4.8%	1	2.8%	3	12.0%	5	15.1%	1	7.6%	9	7.9%	4	6.8%	6	9.4%	7	11.0%	3
16 - 20 minutes	4.5%	30	1.9%	2	1.9%	1	6.6%	7	8.7%	3	10.4%	1	0.9%	1	6.6%	4	9.0%	8	2.2%	2	7.7%	2
21 - 25 minutes	1.1%	8	1.0%	1	0.0%	0	3.5%	4	0.8%	0	1.9%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26 - 30 minutes	2.0%	14	1.0%	1	0.9%	0	5.4%	6	0.8%	0	3.1%	0	2.1%	3	2.9%	2	0.0%	0	1.9%	1	0.8%	0
31 minutes +	1.2%	8	1.0%	1	3.9%	1	1.0%	1	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0
(Don't know)	2.2%	15	1.0%	1	4.2%	1	1.0%	1	0.0%	0	3.1%	0	3.2%	4	0.0%	0	2.9%	2	6.7%	5	0.0%	0
(Refused)	0.2%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
<i>Mean:</i>	<i>8.18</i>		<i>7.26</i>		<i>8.07</i>		<i>9.92</i>		<i>7.79</i>		<i>10.35</i>		<i>8.38</i>		<i>7.86</i>		<i>7.88</i>		<i>7.46</i>		<i>8.18</i>	
Weighted base:	678		134		28		110		38		6		122		56		84		72		28	
Sample:	698		67		63		77		76		64		75		75		59		68		74	

Mean score: [£]

Q17 How much on average does your household normally spend on top-up shopping in a week?*Those who do top-up shopping at Q12*

£1 - £5	12.7%	88	13.4%	18	13.4%	4	7.9%	10	24.2%	9	13.0%	1	5.6%	7	12.2%	7	18.5%	16	20.7%	15	7.7%	2
£6 - £10	18.0%	125	11.0%	15	14.1%	4	6.6%	8	19.8%	7	25.1%	2	32.5%	40	29.0%	16	16.1%	14	15.4%	11	29.9%	8
£11 - £15	10.6%	74	14.9%	20	5.0%	1	8.2%	10	8.3%	3	10.3%	1	17.1%	21	14.7%	8	4.0%	3	5.2%	4	7.0%	2
£16 - £20	21.7%	151	22.0%	30	30.2%	8	37.0%	47	11.0%	4	12.2%	1	18.8%	23	12.7%	7	16.9%	14	13.6%	10	23.5%	7
£21 - £25	4.9%	34	5.8%	8	6.5%	2	10.5%	13	3.7%	1	4.7%	0	0.0%	0	8.6%	5	1.1%	1	4.4%	3	1.5%	0
£26 - £30	11.5%	80	9.5%	13	8.5%	2	14.4%	18	7.0%	3	4.0%	0	14.2%	17	5.5%	3	6.9%	6	21.4%	15	6.1%	2
£31 - £35	0.9%	6	1.0%	1	1.6%	0	0.9%	1	0.8%	0	1.4%	0	0.9%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
£36 - £40	4.3%	30	8.1%	11	2.5%	1	1.5%	2	2.1%	1	5.4%	0	1.8%	2	5.6%	3	8.4%	7	1.4%	1	6.2%	2
£41 - £45	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
£46 - £50	2.8%	20	8.8%	12	1.9%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	1.5%	1	4.2%	4	1.4%	1	5.6%	2
£51+	2.8%	19	0.0%	0	9.5%	3	2.4%	3	4.5%	2	3.5%	0	1.8%	2	0.0%	0	9.0%	8	1.9%	1	1.6%	0
(Don't know)	8.1%	56	3.9%	5	5.9%	2	10.0%	13	14.9%	6	8.5%	1	6.3%	8	4.3%	2	15.0%	13	9.0%	6	4.0%	1
(Refused)	1.5%	11	1.4%	2	0.0%	0	0.7%	1	3.8%	1	3.1%	0	0.9%	1	3.3%	2	0.0%	0	1.9%	1	7.0%	2
<i>Mean:</i>	<i>20.59</i>		<i>21.53</i>		<i>26.13</i>		<i>22.42</i>		<i>16.43</i>		<i>22.84</i>		<i>17.44</i>		<i>16.74</i>		<i>24.02</i>		<i>19.87</i>		<i>20.46</i>	
Weighted base:	697		134		28		128		38		6		123		56		84		72		28	
Sample:	701		67		63		78		76		64		76		75		59		68		75	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q18 Where did you last go to buy clothing or footwear goods?											
<i>Excluding Internet & DK</i>											
Zone 1											
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Albert Square, Widnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Widnes Road, Widnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashley Retail Park, Widnes	0.2%	2	0.0%	0	0.5%	0	0.8%	1	1.1%	0	0.0%
Green Oaks Shopping Centre, Widnes	1.5%	13	6.3%	10	0.0%	0	2.2%	3	0.0%	0	0.8%
Widnes Shopping Park, Widnes	2.7%	23	9.9%	16	1.2%	1	4.7%	7	0.0%	0	0.0%
Widnes Town Centre	6.8%	57	30.3%	48	4.1%	2	3.7%	5	3.2%	1	0.0%
Zone 2											
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warrington Road (West), Penketh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone 3											
Asda, West Lane, Runcorn	1.0%	8	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%
Runcorn Shopping Centre, Runcorn	1.5%	13	0.9%	1	0.0%	0	7.9%	11	0.0%	0	1.0%
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Trident Retail & Leisure Park, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%
Zone 4											
Frodsham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.8%
Zone 5											
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cockhedge Way, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Cockhedge Shopping Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Golden Square Shopping Centre, Warrington	11.7%	99	1.4%	2	4.7%	3	15.4%	22	0.0%	0	17.0%
Riverside Retail Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Tesco Extra, Winwick Road, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Warrington	32.8%	278	17.7%	28	63.2%	35	20.0%	28	3.6%	1	22.0%
Zone 7											
											2
											58.1%
											81
											30.1%
											17
											25.3%
											35
											48.8%
											42
											30.6%
											10

Warrington Household Survey

For WYG

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Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Birchwood	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.6%	4	2.2%	3	0.0%	0	0.7%	0				
Birchwood Shopping Centre, Warrington	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.5%	5	0.0%	0	0.9%	0				
Culcheth Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0				
Glazebury Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0				
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0				
Gemini Retail Park (Boots / Next), Warrington	8.1%	69	3.0%	5	12.4%	7	2.4%	3	0.8%	0	9.9%	1	11.8%	16	16.6%	9	9.3%	13	15.1%	13	4.4%	1
Matalan, Winwick Road, Kerfoot Street, Warrington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.8%	4	0.0%	0	0.0%	0		
Westbrook	0.9%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	5	0.0%	0	0.9%	0		
Winwick Road, Warrington	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	1	0.0%	0		
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Stockton Heath	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.8%	0	0.0%	0	0.7%	1	0.9%	1	0.7%	0		
The Forge Shopping Centre, Stockton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0		
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Knutsford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Outside Study Area - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0		
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Northwich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0		
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area -																						

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Cheshire West and Chester											
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Shopping Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	1.8%	15	2.2%	3	0.0%	0	3.6%	5	16.8%	6	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port	2.9%	25	2.9%	5	0.8%	0	3.8%	5	11.9%	4	6.9%
Chester City Centre	2.3%	20	0.9%	1	0.5%	0	1.9%	3	34.3%	12	0.0%
Chester Retail Park, Chester	0.2%	2	0.0%	0	0.6%	0	0.0%	0	3.6%	1	0.0%
Chester Way Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coliseum Shopping Park, Ellesmere Port	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greyhound Retail Park (Phase 1), Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%
Outside Study Area - Cheshire West and Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
The Boughton Centre, Chester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Outside Study Area - Conwy											
Llandudno Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%
Outside Study Area - Flintshire											
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Halton											
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowsley											
Cables Retail Park, Prescot	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	4.9%	41	12.8%	20	2.1%	1	14.3%	20	0.0%	0	1.0%
Liverpool One, Liverpool	2.0%	17	1.6%	2	0.0%	0	3.3%	5	0.0%	0	0.0%
New Mersey Shopping Park,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

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Liverpool											
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Penketh Drive, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
The Speke Centre, Liverpool	0.5%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	1.5%	13	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.7%
Outside Study Area - Pendle											
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford											
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salford Quays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St. Helens											
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, Warrington Old Road, St Helens	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.4%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Cheadle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
John Lewis, Wilmslow Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%
Stanley Green Retail Park, Cheadle Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Altrincham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Atlantic Street Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Stamford Brook Local Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Altrincham																						
Trafford Centre, Manchester	4.9%	41	0.0%	0	3.7%	2	1.9%	3	0.0%	0	9.1%	1	3.1%	4	13.3%	8	6.5%	9	4.3%	4	35.1%	11
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.9%	8	1.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	4.4%	3	0.0%	0	0.0%	0	1.4%	0
Other																						
Abroad	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.7%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	0
Weighted base:		847		158		55		140		36		9		139		57		137		85		32
Sample:		848		89		87		85		81		90		87		84		78		86		81

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

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

Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.9%	8	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.8%	0	1.0%	1	0.8%	0	0.6%	1	0.9%	1	0.0%	0
At least once a week	4.7%	42	4.9%	8	4.5%	2	3.2%	5	1.3%	1	2.9%	0	3.7%	5	2.5%	1	2.5%	4	17.4%	15	1.0%	0
At least once a fortnight	6.6%	58	6.8%	11	4.2%	2	8.0%	12	5.0%	2	9.5%	1	5.2%	7	8.1%	5	7.7%	11	5.3%	5	7.3%	2
At least once a month	31.1%	273	32.8%	53	22.8%	13	38.1%	55	27.0%	12	26.9%	2	47.0%	66	24.7%	15	16.6%	24	29.9%	26	22.3%	7
At least every two months	14.7%	129	14.1%	23	4.6%	3	12.1%	17	8.6%	4	9.2%	1	8.4%	12	16.8%	10	30.6%	44	11.0%	10	17.8%	6
At least every 3 months	11.6%	102	11.7%	19	17.0%	9	13.8%	20	13.6%	6	13.4%	1	6.4%	9	19.4%	12	9.3%	13	11.3%	10	7.9%	3
At least every 6 months	9.3%	81	12.7%	21	7.0%	4	6.0%	9	13.1%	6	17.5%	1	8.7%	12	7.3%	4	7.1%	10	8.8%	8	20.3%	7
Less often than once every 6 months	7.7%	68	4.4%	7	12.7%	7	1.9%	3	19.1%	8	9.2%	1	9.0%	13	12.5%	7	5.5%	8	9.1%	8	17.9%	6
Have only visited once	2.0%	18	2.9%	5	12.8%	7	0.0%	0	2.1%	1	0.8%	0	1.0%	1	0.0%	0	2.0%	3	0.0%	0	2.2%	1
(Don't know / varies)	11.5%	101	9.8%	16	14.4%	8	14.3%	21	10.2%	4	9.9%	1	9.6%	14	7.9%	5	18.2%	26	6.4%	6	3.2%	1
<i>Mean:</i>		<i>12.77</i>		<i>10.91</i>		<i>8.64</i>		<i>17.76</i>		<i>7.48</i>		<i>11.55</i>		<i>13.38</i>		<i>11.05</i>		<i>10.97</i>		<i>18.38</i>		<i>7.31</i>
Weighted base:		878		162		55		145		43		9		141		59		145		88		33
Sample:		869		92		87		90		84		89		89		86		83		88		81

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q20 How do you normally travel to (LOCATION MENTIONED AT Q18)?																						
<i>Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18</i>																						
Car / van (as driver)	69.3%	608	61.8%	100	78.6%	43	75.3%	109	76.3%	33	82.3%	7	62.3%	88	76.5%	45	62.1%	90	78.0%	68	76.9%	25
Car / van (as passenger)	7.8%	68	11.7%	19	4.6%	3	5.9%	9	4.9%	2	7.5%	1	8.0%	11	7.2%	4	9.7%	14	3.9%	3	7.8%	3
Bus, minibus or coach	11.5%	101	7.4%	12	15.7%	9	11.3%	16	15.3%	7	7.0%	1	11.0%	15	6.9%	4	15.7%	23	11.5%	10	13.7%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Walk	5.4%	48	7.6%	12	0.0%	0	0.8%	1	2.5%	1	0.0%	0	12.1%	17	5.8%	3	6.5%	9	3.1%	3	1.6%	1
Taxi	0.3%	3	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Train	4.6%	40	10.8%	18	0.5%	0	5.1%	7	0.0%	0	1.4%	0	6.0%	9	0.8%	0	3.5%	5	1.1%	1	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk and bus	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	0.0%	0	0.6%	1	0.9%	0	1.8%	0	0.6%	1	1.1%	1	1.1%	2	1.5%	1	0.0%	0
Weighted base:		878		162		55		145		43		9		141		59		145		88		33
Sample:		869		92		87		90		84		89		89		86		83		88		81

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Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q21 When you go shopping for clothing or footwear, do you link this trip with another activity?																						
<i>Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18</i>																						
Yes – food shopping	6.2%	55	4.6%	7	13.0%	7	5.9%	8	3.5%	1	8.0%	1	5.6%	8	4.8%	3	9.6%	14	5.2%	5	1.5%	0
Yes – non-food shopping	7.0%	61	6.7%	11	8.7%	5	8.4%	12	5.1%	2	4.5%	0	3.1%	4	5.0%	3	9.2%	13	9.2%	8	6.6%	2
Yes – visiting services such as banks and other financial institutions	1.6%	14	1.1%	2	2.6%	1	0.0%	0	0.0%	0	4.1%	0	3.2%	5	4.2%	2	1.3%	2	1.5%	1	0.9%	0
Yes – leisure activity	2.0%	17	0.0%	0	1.1%	1	1.6%	2	3.7%	2	10.1%	1	1.7%	2	4.2%	2	2.1%	3	3.1%	3	4.9%	2
Yes – travelling to/from work	2.2%	19	2.1%	3	0.0%	0	2.6%	4	1.2%	1	0.0%	0	1.8%	3	2.5%	1	3.3%	5	2.0%	2	1.6%	1
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	18.7%	164	13.4%	22	15.6%	9	18.2%	26	29.2%	12	13.6%	1	25.1%	35	9.5%	6	20.0%	29	11.1%	10	42.2%	14
Yes – visiting family/friends	2.1%	18	3.3%	5	0.0%	0	2.6%	4	2.3%	1	3.7%	0	0.6%	1	3.6%	2	0.6%	1	0.7%	1	10.8%	4
Yes – visiting health service such as doctor, dentist, hospital	0.6%	6	2.8%	5	0.0%	0	0.0%	0	0.7%	0	3.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	57.2%	502	63.5%	103	57.0%	31	56.7%	82	52.1%	22	48.7%	4	56.9%	80	63.5%	38	50.9%	74	66.1%	58	30.5%	10
(Don't know / varies)	2.4%	21	1.5%	2	2.0%	1	4.0%	6	2.1%	1	0.8%	0	2.0%	3	1.9%	1	3.1%	4	2.0%	2	0.9%	0
Weighted base:	878	162	55	145	43	9	141	59	145	88	33											
Sample:	869	92	87	90	84	89	89	86	83	88	81											

Warrington Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Q22 Where did you last go to buy books, CDs, DVDs?																				
<i>Excluding Internet & DK</i>																				
Zone 1																				
Albert Road Retail Park, Widnes	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	3.7%	12	15.8%	12	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.0%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	1.1%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widnes	0.4%	1	1.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Moss Nursery, and Garden Centre, Widnes Road, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	7.8%	27	28.9%	21	1.3%	0	10.2%	5	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey Warrington Road (West), Penketh	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda, West Lane, Runcorn	3.5%	12	0.0%	0	0.0%	0	23.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.4%	15	1.5%	1	0.0%	0	27.4%	14	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Frodsham Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	4	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cockhedge Shopping Park,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0

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Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Warrington																						
Golden Square Shopping Centre, Warrington	7.4%	25	0.0%	0	7.2%	1	4.5%	2	0.0%	0	17.8%	1	3.0%	2	0.0%	0	28.7%	15	10.0%	4	2.0%	0
Hood Manor Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Lane	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0
Warrington Zone 7	32.5%	111	13.6%	10	58.9%	12	12.6%	6	0.0%	0	18.9%	1	50.9%	29	26.8%	5	39.7%	21	62.2%	24	26.5%	3
Asda, Dewhurst Road, Birchwood, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	13.8%	2	4.0%	2	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	5.2%	3	0.0%	0	0.0%	0
Culcheth Village	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	5.8%	20	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	32.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	2.6%	9	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	7	0.0%	0	0.0%	0	0.0%	0
Winwick Road, Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Morrisons, Greenalls Avenue, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	0.5%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.5%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Northwich																						
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Shopping Park, Chester	2.0%	7	0.0%	0	0.0%	0	0.0%	0	40.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	17.3%	3	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coliseum Shopping Park, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	5.6%	19	16.1%	12	0.0%	0	12.6%	6	0.0%	0	3.1%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool One, Liverpool	0.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.3%	1	0.0%	0	1.7%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Manchester City Centre	1.0%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	3.0%	1	4.8%	1
Outside Study Area - Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Outside Study Area - Pendle																						
Boundary Mill Stores,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Salford											
Vivary Way, Colne											
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St. Helens											
Haydock Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Square Shopping Centre, St. Helens	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Altrincham Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%
Stamford Brook Local Shopping Centre, Altrincham	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Manchester	2.8%	9	0.0%	0	3.5%	1	5.4%	3	3.2%	1	2.4%
Outside Study Area - Wigan											
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Outside Study Area - Wigan	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Outside Study Area - Other											
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%
Outside Study Area - Other	0.5%	2	1.5%	1	0.0%	0	0.0%	0	2.5%	0	4.0%
Other											
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%
Weighted base:	340		73		20		50		16		3
Sample:	322		43		40		33		26		35
											58
											27
											18
											52
											39
											11
											28

Warrington Household Survey For WYG

Weighted:

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q23 How often do you make shopping trips for Books, CDs or DVDs to (LOCATION MENTIONED AT Q22)?

Those who buy books, CDs and DVDs at a specific location (excluding those who buy via the Internet or abroad) at Q22

Daily	0.5%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	6.1%	22	10.0%	8	5.8%	1	12.6%	7	7.7%	1	11.8%	0	3.8%	2	2.8%	1	2.6%	2	1.4%	1	1.5%	0
At least once a fortnight	9.7%	35	4.8%	4	1.3%	0	11.4%	6	1.8%	0	2.4%	0	4.5%	3	2.1%	0	9.3%	6	39.1%	16	2.0%	0
At least once a month	11.5%	42	2.4%	2	9.6%	2	10.0%	5	10.1%	2	21.3%	1	20.4%	13	12.2%	3	12.8%	8	15.9%	6	9.2%	1
At least every two months	16.4%	60	11.9%	9	41.7%	8	5.8%	3	40.6%	7	7.4%	0	34.8%	21	2.8%	1	9.5%	6	9.0%	4	7.8%	1
At least every 3 months	14.3%	52	16.8%	13	17.2%	3	8.9%	5	2.3%	0	7.1%	0	13.7%	8	35.2%	8	14.8%	9	8.7%	4	14.1%	2
At least every 6 months	15.8%	58	10.9%	8	14.6%	3	35.5%	19	9.6%	2	10.9%	0	5.9%	4	14.3%	3	17.8%	11	9.2%	4	42.0%	4
Less often than once every 6 months	10.2%	37	12.7%	10	3.1%	1	4.2%	2	7.0%	1	27.0%	1	5.6%	3	15.8%	4	13.6%	8	14.2%	6	16.6%	2
Have only visited once (Don't know / varies)	1.9%	7	3.3%	2	1.7%	0	0.0%	0	2.3%	0	3.1%	0	1.8%	1	0.0%	0	3.0%	2	0.0%	0	5.2%	1
	13.3%	48	22.9%	18	4.9%	1	11.7%	6	18.6%	3	9.0%	0	9.4%	6	14.8%	3	16.5%	10	2.5%	1	1.5%	0
<i>Mean:</i>		<i>13.49</i>		<i>27.34</i>		<i>8.43</i>		<i>13.76</i>		<i>10.39</i>		<i>11.59</i>		<i>9.28</i>		<i>6.44</i>		<i>8.33</i>		<i>14.39</i>		<i>4.53</i>
Weighted base:		364		77		20		53		17		3		62		23		59		40		11
Sample:		344		45		40		35		29		35		31		32		34		35		28

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q24 Where did you last go to buy small household goods such as home furnishings, glass and china items?																						
<i>Excluding Internet & DK</i>																						
Zone 1																						
Albert Road Retail Park, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	0.8%	5	3.0%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.8%	10	7.9%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widens	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	2.0%	12	9.4%	11	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	6.5%	38	24.5%	29	5.2%	2	7.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.1%	24	0.0%	0	0.0%	0	22.4%	21	10.9%	3	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0
Bridge Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bruce Heath Gardens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	2.0%	12	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	7.1%	6	0.0%	0	3.1%	3	1.4%	1	0.0%	0

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Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Dunelm, Parker Street, Warrington	1.1%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	10.7%	1	0.0%	0	5.2%	2	2.6%	3	0.0%	0	3.4%	1
Golden Square Shopping Centre, Warrington	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.7%	1	3.6%	3	0.0%	0	0.8%	1	1.8%	1	0.0%	0
Riverside Retail Park, Warrington	3.3%	19	0.0%	0	0.8%	0	0.9%	1	0.0%	0	4.0%	0	8.1%	7	0.0%	0	7.9%	8	2.8%	2	3.9%	1
Tesco Extra, Winwick Road, Warrington	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.7%	5	0.0%	0	0.0%	0
Warrington	26.9%	157	15.8%	19	35.7%	12	37.9%	35	24.4%	7	14.1%	1	33.0%	29	13.0%	5	23.2%	25	35.0%	20	32.2%	5
Woolston Garden Centre, New Cut Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	2.7%	3	0.0%	0	0.0%	0
Birchwood	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	3	3.8%	4	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.0%	1	1.3%	0
Zone 8																						
Alban Retail Park, Warrington	0.5%	3	0.0%	0	1.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	3.6%	21	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	21.2%	19	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	15.6%	91	10.5%	12	28.5%	9	0.9%	1	2.5%	1	15.3%	1	2.7%	2	25.6%	10	32.9%	35	30.6%	17	12.8%	2
Ikea, Europa Boulevard, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Westbrook	1.0%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Winwick Road, Warrington	1.8%	10	0.0%	0	0.8%	0	1.2%	1	1.1%	0	0.0%	0	5.9%	5	6.1%	2	0.0%	0	1.0%	1	2.0%	0
Winwick Village	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	1.3%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10			
High Legh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0		
Knutsford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - Cheshire East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - Cheshire West														
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Cheshire West and Chester														
Albion Road Retail Park, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
B&Q, Station Road, Ellesmere Port	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	1.0%	6	0.0%	0	0.0%	0	2.9%	3	7.9%	2	0.0%	0	1.0%	1
Cheshire Oaks Designer Outlet, Ellesmere Port	0.5%	3	0.0%	0	0.0%	0	0.9%	1	4.0%	1	1.3%	0	0.0%	0
Chester City Centre	1.8%	11	0.0%	0	0.0%	0	3.3%	3	22.0%	6	4.3%	0	0.0%	0
Chester Retail Park, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Outside Study Area - Conwy														
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire														
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton														
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley														
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool														
Aigburth Hall Nurseries, Aigburth Hall Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

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Liverpool																								
Liverpool City Centre	2.0%	12	6.6%	8	3.2%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Montrose Retail Park (Phase 1), Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0		
New Mersey Shopping Park, Liverpool	1.0%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Liverpool	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Speke Retail Park, Penketh Drive, Liverpool	0.7%	4	3.0%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Speke Centre, Liverpool	1.8%	11	6.9%	8	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Manchester																								
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Pendle																								
Boundary Mill Stores, Vivary Way, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	
Outside Study Area - Pendle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Salford																								
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Irlam Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Salford Quays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	
Outside Study Area - St. Helens																								
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
St Helens Retail Park, Warrington Old Road, St Helens	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
St Helens Town Centre	0.5%	3	1.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Church Square Shopping Centre, St. Helens	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	
Costco, Haydock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Trebaron Garden Centre, Southworth Road, Newton-le-Willows	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outside Study Area - Stockport																								
Cheadle Hulme Local Centre, Stockport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	1	0.0%	
Cheadle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
John Lewis, Wilmslow Road, Cheadle	0.7%	4	0.0%	0	0.8%	0	1.6%	1	0.0%	0	12.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	
Outside Study Area - Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	

Warrington Household Survey For WYG

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Stanley Green Retail Park, Cheadle Hulme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Stamford Brook Local Shopping Centre, Altrincham	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Trafford Centre, Manchester	2.7%	16	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.9%	0	4.4%	4	13.5%	5	0.8%	1	1.8%	1	20.8%	3
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Outside Study Area - Other Other	1.3%	8	2.5%	3	0.8%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	1.2%	0	2.6%	3	1.8%	1	1.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Weighted base:	583		117		33		92		28		5		88		40		107		56		17	
Sample:	540		63		57		63		50		50		50		51		56		52		48	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0												
Q25 How often do you make shopping trips for small household goods to (LOCATION MENTIONED AT Q24)?												
<i>Those who buy small household goods at a specific location (excluding those who buy via the Internet or abroad) at Q24</i>												
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.4%	9	3.4%	5	1.2%	0	0.8%	1	0.0%	0	1.9%	2
At least once a fortnight	2.3%	15	0.0%	0	0.9%	0	3.8%	4	0.0%	0	0.0%	0
At least once a month	8.4%	56	9.7%	13	3.0%	1	14.8%	15	8.8%	3	20.2%	1
At least every two months	5.9%	39	3.4%	5	6.1%	2	2.5%	3	6.3%	2	7.7%	0
At least every 3 months	14.4%	95	19.9%	27	10.7%	4	15.2%	15	13.5%	4	9.9%	1
At least every 6 months	21.2%	141	8.5%	11	28.8%	11	18.6%	19	13.0%	4	22.5%	1
Less often than once every 6 months	25.7%	170	21.6%	29	23.9%	9	15.9%	16	13.0%	4	33.5%	2
Have only visited once (Don't know / varies)	1.9%	13	1.1%	1	2.1%	1	1.1%	1	22.2%	7	0.0%	0
	18.3%	121	30.3%	41	23.3%	9	27.4%	28	23.1%	7	6.2%	0
<i>Mean:</i>		<i>6.00</i>		<i>12.92</i>		<i>3.68</i>		<i>6.15</i>		<i>3.09</i>		<i>4.34</i>
Weighted base:	663	134	37	102	32	6	103	50	111	62	25	
Sample:	646	74	68	69	60	55	63	68	59	59	71	

Warrington Household Survey

For WYG

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q26 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?											
<i>Excluding Internet & DK</i>											
Zone 1											
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Widnes Road, Widnes	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Green Oaks Shopping Centre, Widnes	1.1%	4	1.9%	1	0.0%	0	6.2%	3	0.0%	0	0.0%
Notcutts Rivendell Garden Centre, Mill Lane, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Widnes Shopping Park, Widnes	0.5%	2	1.9%	1	2.2%	0	0.0%	0	0.0%	0	0.0%
Widnes Town Centre	8.6%	34	45.4%	33	1.3%	0	0.0%	0	0.0%	0	1.9%
Zone 2											
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Asda, West Lane, Runcorn	0.7%	3	0.0%	0	0.0%	0	5.1%	2	0.0%	0	11.7%
Runcorn Shopping Centre, Runcorn	4.6%	18	1.5%	1	0.0%	0	26.7%	12	13.6%	2	0.0%
Zone 4											
Frodsham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	1.9%
Morrisons, High Street, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%
Zone 5											
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cockhedge Way, Warrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Cockhedge Shopping Park, Warrington	1.7%	6	0.0%	0	4.1%	1	2.5%	1	0.0%	0	3.6%
Golden Square Shopping Centre, Warrington	3.2%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%
Orford Lane	5.4%	21	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Padgate Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Riverside Retail Park, Warrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Sainsbury's, Church Street, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Tesco Extra, Winwick Road, Warrington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%

Warrington Household Survey For WYG

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December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Warrington	28.7%	112	8.6%	6	19.0%	4	19.4%	8	3.5%	1	10.2%	0	51.4%	40	29.9%	9	29.3%	25	50.0%	15	33.0%	3
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	19.6%	6	0.0%	0	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	3.6%	0
Culcheth Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Portland Trade Park, Buckley Street, Warrington	0.2%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	1.0%	4	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.4%	0	1.1%	1	0.0%	0	1.1%	1	3.4%	1	6.3%	0
Decathlon, Jubilee Way, Warrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	15.5%	60	4.0%	3	49.0%	10	11.1%	5	9.5%	1	16.1%	1	15.8%	12	10.8%	3	23.7%	20	13.2%	4	6.3%	0
Westbrook	1.6%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Winwick Road, Warrington	1.9%	7	0.0%	0	3.4%	1	0.0%	0	0.0%	0	11.7%	0	3.8%	3	2.1%	1	1.9%	2	3.4%	1	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Local Centre Stockton Heath	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.6%	1	0.0%	0
Outside Study Area - Cheshire East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.4%	1	0.0%	0	1.7%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Chester City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	16.7%	3	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Market, Princess Street, Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.8%	3	2.7%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	3.5%	13	9.2%	7	0.0%	0	15.0%	7	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	1.2%	5	2.5%	2	4.1%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	1.8%	7	6.7%	5	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Manchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Pendle											
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford											
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%
Outside Study Area - St. Helens											
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, Warrington Old Road, St Helens	0.4%	2	1.9%	1	0.0%	0	0.0%	0	6.0%	0	0.0%
St Helens Town Centre	1.2%	5	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Chain Lane District Centre, St. Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%
Ravenhead Retail Park, St. Helens	1.0%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle	0.4%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	4.4%
Stanley Green Retail Park, Cheadle Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Manchester	0.7%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.9%
Outside Study Area - Wigan											
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%
Outside Study Area - Other	1.5%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Other												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	389	73	21	44	16	4	78	31	86	30	8	
Sample:	352	38	37	33	33	33	42	38	41	31	26	

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q27 How often do you make shopping trips for toys, games, bicycles and recreational goods to (LOCATION MENTIONED AT Q26)?

Those who buy toys, games and recreational goods at a specific location (excluding those who buy via the Internet or abroad) at Q26

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	2	1.3%	1	1.2%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.0%	9	8.2%	7	0.0%	0	0.0%	0	2.6%	1	3.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
At least once a fortnight	4.1%	18	0.0%	0	0.0%	0	3.2%	2	1.7%	0	0.0%	0	1.7%	1	9.2%	3	12.1%	11	0.0%	0	0.0%	0
At least once a month	10.1%	46	11.1%	9	7.0%	2	31.8%	22	7.8%	2	10.8%	0	6.5%	6	2.4%	1	1.3%	1	7.9%	3	8.5%	1
At least every two months	6.7%	30	8.7%	7	10.6%	2	5.8%	4	0.0%	0	2.4%	0	9.1%	8	5.1%	2	7.3%	7	0.0%	0	6.1%	1
At least every 3 months	12.0%	54	13.8%	11	4.7%	1	15.2%	11	17.0%	4	1.9%	0	8.1%	7	15.6%	6	6.2%	6	25.0%	8	15.3%	1
At least every 6 months	27.7%	125	19.6%	16	18.6%	4	20.8%	14	8.1%	2	39.9%	1	34.9%	30	28.6%	10	37.3%	34	34.6%	11	26.2%	2
Less often than once every 6 months	25.9%	117	20.7%	17	48.3%	11	8.8%	6	51.5%	12	41.3%	2	31.6%	27	34.1%	12	22.5%	21	24.7%	8	29.0%	3
Have only visited once	1.7%	8	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.2%	3	4.9%	2	11.7%	1
(Don't know / varies)	9.2%	42	16.4%	13	5.8%	1	12.8%	9	11.3%	3	0.0%	0	6.3%	5	5.0%	2	8.1%	7	3.1%	1	3.2%	0
<i>Mean:</i>	6.75	12.08	5.27	10.80	4.59	4.66	3.32	4.76	6.50	2.98	2.90											
Weighted base:	452	80	22	69	23	4	86	36	92	33	9											
Sample:	394	41	42	38	38	34	47	47	42	35	30											

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Q28 Where did you last go to buy chemist goods (including health and beauty products)?																				
<i>Excluding Internet & DK</i>																				
Zone 1																				
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	1.5%	13	7.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Retail Park, Widnes	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnworth Town Centre, Cheshire	0.7%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.5%	13	7.0%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	2.7%	23	12.3%	22	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	11.9%	106	55.2%	97	5.0%	3	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Zone 2																				
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Square, Penketh	0.3%	3	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Latchford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Station Road, Great Sankey	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (East), Penketh	0.4%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda, West Lane, Runcorn	1.8%	16	0.0%	0	0.0%	0	12.2%	15	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	8.8%	77	0.0%	0	0.0%	0	59.7%	75	1.4%	1	4.5%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Frodsham Town Centre	2.9%	25	0.0%	0	0.0%	0	1.1%	1	63.3%	24	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby, Frodsham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Frodsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Stretton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Aldi, Crosfield Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Warrington											
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cockhedge Shopping Park, Warrington	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%
Golden Square Shopping Centre, Warrington	5.0%	44	0.6%	1	0.0%	0	0.0%	0	8.1%	12	0.0%
Holes Lane / Manchester Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Hood Manor Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Latchford Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Lidl, Thelwall Lane, Latchford, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Orford Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Padgate Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Riverside Retail Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0	1.0%
Sainsbury's, Church Street, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%
Tesco Extra, Winwick Road, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.6%
Warrington Zone 7	24.7%	218	4.4%	8	45.3%	26	6.3%	8	1.0%	0	4.8%
Asda, Dewhurst Road, Birchwood, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Birchwood	3.4%	30	0.0%	0	0.0%	0	0.0%	0	2.4%	3	27.9%
Birchwood Shopping Centre, Warrington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
Culcheth Village	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%
Warrington Zone 8											
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.9%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.8%
Burtonwood Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Callands Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Chapel Ford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Cotswold Road, Poplars	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Fearnhead Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Folly Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Gemini Retail Park (Boots / Next), Warrington	5.2%	46	0.6%	1	21.6%	13	1.1%	1	0.0%	0	5.4%
Longshaw Street, Bewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Marks & Spencer, Gemini Retail Park, Europa Boulevard, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Old Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Orford Local Centre, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Westbrook	4.0%	35	0.0%	0	9.2%	5	0.0%	0	0.0%	0	2.0%	3
Winwick Road, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Zone 9												
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Knutsford Road, Grappenhall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindi Avenue, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls Avenue, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Stockton Heath	4.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	4
The Forge Shopping Centre, Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Zone 10												
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	1.8%	16	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Outside Study Area - Blackpool												
Blackpool Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East												
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Outside Study Area - Cheshire West												
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	0
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Outside Study Area - Cheshire West and Chester												
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.5%	5	0.0%	0	0.0%	0	2.2%	3	5.5%	2	0.0%	0
Cheshire Oaks Designer	0.6%	5	0.0%	0	0.0%	0	3.3%	4	2.2%	1	0.0%	0

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Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Outlet, Ellesmere Port																				
Chester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Street, Northwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																				
Llandudno Town Centre Outside Study Area - Flintshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
St David's Retail Park, Chester Outside Study Area - Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Water Gardens, Warrington Road, Rainhill Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot Outside Study Area - Liverpool	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross Retail Park, Speke	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.4%	3	1.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool Outside Study Area - Manchester	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre Outside Study Area - Pendle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1
Boundary Mill Stores, Vivary Way, Colne Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Irlam Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
St Helens Town Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costco, Haydock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0		
Altrincham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0		
Outside Study Area - Trafford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0		
Stamford Brook Local Shopping Centre, Altrincham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4		
Trafford Centre, Manchester	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	5.2%	3	0.0%	0	2.0%	2	6.3%	2
Trafford Retail Park, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	883	175	58	126	37	9	141	62	153	87	34											
Sample:	900	93	93	88	89	95	88	86	89	91	88											

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q29 How often do you make shopping trips for chemist goods (including health and beauty products) to (LOCATION MENTIONED AT Q28)?

Those who buy chemist goods at a specific location (excluding those who buy via the Internet or abroad) at Q28

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
At least two times a week	0.7%	7	2.6%	5	0.6%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	14.7%	133	14.2%	25	13.6%	8	18.1%	24	9.9%	4	9.3%	1	13.0%	18	14.0%	9	17.1%	27	11.7%	10
At least once a fortnight	11.7%	106	11.6%	20	10.5%	6	3.1%	4	10.5%	5	10.8%	1	9.0%	13	13.1%	8	14.0%	22	24.4%	22
At least once a month	34.5%	312	38.4%	68	29.8%	17	36.3%	49	36.8%	16	34.3%	3	36.6%	52	41.8%	26	26.5%	41	26.2%	23
At least every two months	12.5%	113	7.0%	12	17.8%	10	7.3%	10	10.7%	5	15.3%	1	28.7%	40	13.4%	8	11.2%	17	7.8%	7
At least every 3 months	6.1%	55	4.8%	8	6.0%	3	3.7%	5	4.5%	2	8.8%	1	1.4%	2	9.3%	6	9.1%	14	12.7%	11
At least every 6 months	3.9%	36	5.2%	9	11.2%	7	3.1%	4	2.9%	1	4.9%	0	2.3%	3	0.0%	0	2.9%	4	6.8%	6
Less often than once every 6 months	2.8%	25	0.6%	1	2.1%	1	1.7%	2	16.3%	7	2.2%	0	4.2%	6	3.7%	2	1.7%	3	1.8%	2
Have only visited once (Don't know / varies)	0.5%	4	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
	12.6%	114	15.6%	28	7.1%	4	25.7%	34	8.3%	4	14.4%	1	3.7%	5	4.8%	3	17.5%	27	6.5%	6
<i>Mean:</i>		<i>20.09</i>		<i>24.99</i>		<i>17.35</i>		<i>20.49</i>		<i>14.55</i>		<i>15.34</i>		<i>18.57</i>		<i>17.74</i>		<i>20.40</i>		<i>17.87</i>
Weighted base:		904		177		58		134		44		9		141		63		156		88
Sample:		913		94		94		92		90		96		88		88		91		92

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q30 Where did you last go to buy electrical items, such as televisions, washing machines and computers?											
<i>Excluding Internet & DK</i>											
Zone 1											
Albert Road Retail Park, Widnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Albert Square, Widnes	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Green Oaks Shopping Centre, Widnes	1.1%	7	5.3%	6	0.6%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widens	0.3%	2	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%
Widnes Shopping Park, Widnes	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Widnes Town Centre	7.5%	45	35.3%	42	0.6%	0	3.5%	3	0.0%	0	0.0%
Zone 2											
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Asda, West Lane, Runcorn	0.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%
Homebase, Thomas Jones Way, Bridge Retail Park, Runcorn	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn Shopping Centre, Runcorn	4.5%	27	0.9%	1	0.0%	0	29.4%	21	11.4%	3	0.0%
Trident Retail & Leisure Park, Runcorn	0.7%	4	0.0%	0	0.0%	0	2.0%	1	11.0%	3	0.0%
Zone 4											
Frodsham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%
Helsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Zone 5											
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Cockhedge Shopping Park, Warrington	1.6%	10	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.6%
Golden Square Shopping Centre, Warrington	1.3%	8	0.0%	0	13.5%	6	0.0%	0	0.0%	0	6.9%
JTF, Chesford Grange, Woolston, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Latchford Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Padgate Lane	1.2%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%											
Pinners Brow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%											
Riverside Retail Park, Warrington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%											
Tesco Extra, Winwick Road, Warrington	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Warrington Zone 7	21.0%	125	4.8%	6	27.6%	12	23.0%	17	0.0%	0	7.6%	0	30.7%	30	14.5%	7	17.0%	18	50.7%	28	31.0%	7
Asda, Dewhurst Road, Birchwood, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Culcheth Village Zone 8	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, Warrington	15.2%	90	1.6%	2	22.3%	10	7.7%	6	0.0%	0	12.1%	1	20.5%	20	19.6%	10	32.5%	34	12.0%	7	9.2%	2
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.5%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Delph LaneNewton Road, Winwick, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	0.9%	5	0.9%	1	1.4%	1	1.2%	1	2.1%	1	3.1%	0	0.0%	0	1.0%	0	0.0%	0	3.2%	2	0.0%	0
Marks & Spencer, Gemini Retail Park, Europa Boulevard, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	3.9%	23	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	19	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Winwick Road, Warrington Zone 9	7.4%	44	0.0%	0	4.7%	2	0.0%	0	0.0%	0	3.4%	0	8.3%	8	6.1%	3	22.9%	24	10.4%	6	4.2%	1
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls Avenue, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stockton Heath Zone 10	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village Outside Study Area - Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre Outside Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey

For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Arley Hall & Gardens, Arley Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre Outside Study Area - Cheshire West and Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albion Road Retail Park, Northwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	1.4%	9	0.0%	0	0.0%	0	5.2%	4	19.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Chester Way Retail Park, Northwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Coliseum Shopping Park, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Deva Retail Centre, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.4%	2	0.0%	0	0.0%	0	1.5%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 2), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.7%	4	0.0%	0	0.0%	0	3.7%	3	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road, Chester	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich Outside Study Area - Conwy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre Outside Study Area - Flintshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St David's Retail Park, Chester Outside Study Area - Halton	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Water Gardens, Warrington Road, Rainhill Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Liverpool											
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, South John Street, Liverpool	0.6%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%
Liverpool City Centre	3.3%	19	13.0%	15	0.0%	0	5.7%	4	0.0%	0	0.0%
New Mersey Shopping Park, Liverpool	1.0%	6	4.3%	5	0.0%	0	1.5%	1	0.0%	0	0.0%
Outside Study Area - Liverpool	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.7%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Speke Retail Park, Penketh Drive, Liverpool	1.3%	8	5.7%	7	0.0%	0	1.5%	1	0.0%	0	0.0%
The Speke Centre, Liverpool	1.0%	6	3.9%	5	0.0%	0	1.5%	1	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Outside Study Area - Pendle											
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford											
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Outside Study Area - St. Helens											
Haydock Village Centre	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
St Helens Retail Park, Warrington Old Road, St Helens	0.7%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	1.3%	8	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.9%
Chalon Way West Retail Park, St. Helens	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Square Shopping Centre, St. Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Costco, Haydock	1.4%	8	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%
Ravenhead Retail Park, St. Helens	0.4%	2	1.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheadle Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle	1.5%	9	0.0%	0	0.6%	0	0.0%	0	2.1%	1	22.7%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Stamford Brook Local Shopping Centre, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Manchester	2.4%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	9.5%
Trafford Retail Park, Manchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan											
Atherleigh Way, Leigh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parsonage Retail Park, Leigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	0.7%	4	0.0%	0	0.6%	0	1.5%	1	0.0%	0	1.9%
Other											
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	594		118		44		73		24		6
Sample:	609		66		66		53		56		59

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q31 How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (LOCATION MENTIONED AT Q30)?

Those who buy electrical items at a specific location (excluding those who buy via the Internet or abroad) at Q30

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
At least once a month	1.5%	10	0.0%	0	4.5%	2	3.4%	3	0.0%	0	2.9%	0	3.5%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0
At least every two months	1.1%	7	0.0%	0	1.5%	1	0.0%	0	3.3%	1	1.1%	0	0.8%	1	0.0%	0	1.9%	2	3.4%	2	0.9%	0
At least every 3 months	3.3%	21	2.6%	3	3.6%	2	2.7%	2	0.0%	0	10.7%	1	3.2%	3	2.7%	1	4.1%	4	4.3%	3	4.6%	1
At least every 6 months	9.1%	58	12.8%	16	5.0%	2	13.0%	11	4.8%	1	7.5%	0	2.7%	3	9.4%	5	12.0%	13	8.5%	5	7.0%	2
Less often than once every 6 months	62.0%	396	50.9%	64	77.7%	37	34.0%	27	56.8%	14	65.7%	4	78.6%	84	79.0%	44	59.1%	64	76.6%	45	53.4%	13
Have only visited once (Don't know / varies)	3.3%	21	2.0%	2	0.6%	0	3.4%	3	11.6%	3	3.0%	0	0.0%	0	3.8%	2	0.8%	1	4.4%	3	30.1%	7
	19.3%	123	31.7%	40	7.2%	3	43.6%	35	23.5%	6	9.2%	1	10.5%	11	5.1%	3	21.0%	23	1.0%	1	4.1%	1
<i>Mean:</i>		<i>1.61</i>		<i>1.27</i>		<i>1.78</i>		<i>1.97</i>		<i>1.13</i>		<i>1.81</i>		<i>2.07</i>		<i>1.14</i>		<i>1.76</i>		<i>1.54</i>		<i>0.95</i>
Weighted base:		638		126		47		81		25		6		107		55		109		58		24
Sample:		662		70		74		57		59		62		72		79		64		59		66

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q32 Where did you last go to buy DIY or gardening goods?												
<i>Excluding Internet & DK</i>												
Zone 1												
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Oaks Way, Widnes	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	21.9%	161	63.6%	89	32.9%	14	41.9%	57	1.3%	0	7.0%	1
Bold Heath Garden Centre, Mill Lane, Bold Heath, Widnes	1.0%	8	0.8%	1	16.0%	7	0.0%	0	0.0%	0	0.0%	0
Cronton Nurseries, Cronton Lane, Widnes	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	0.7%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Rivendell Garden Centre, Mill Lane, Widnes	0.9%	6	1.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	3.8%	28	14.5%	20	2.1%	1	4.8%	7	1.8%	1	0.0%	0
Zone 2												
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Asda, West Lane, Runcorn	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Homebase, Thomas Jones Way, Bridge Retail Park, Runcorn	3.4%	25	0.0%	0	0.0%	0	17.1%	23	4.3%	1	0.0%	0
Runcorn Hydroponics Emporium, Pimlico Road, Runcorn	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	2.2%	16	2.5%	3	0.0%	0	8.1%	11	4.3%	1	1.5%	0
Zone 4												
Frodsham Town Centre	1.0%	7	0.0%	0	0.0%	0	0.8%	1	20.7%	6	0.0%	0
Helsby, Frodsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Robert Gleave & Sons Home & Garden Centre, Mill Lane, Frodsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Zone 5												
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6												
Aldi, Crosfield Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Warrington B&Q, Milner Street, Warrington	11.3%	83	0.0%	0	16.2%	7	0.0%	0	1.0%	0	10.4%	1	34.5%	38	3.2%	2	13.8%	17	24.2%	18	5.0%	1
Cockhedge Shopping Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Homebase, Riverside Retail Park, Wharf Street, Warrington	5.3%	39	0.0%	0	0.8%	0	0.0%	0	0.0%	0	14.6%	1	10.9%	12	4.3%	2	1.0%	1	27.9%	20	7.0%	2
JTF, Chesford Grange, Woolston, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.7%	0
Latchford Village Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Warrington Market, Bank Street, Warrington	5.2%	38	0.8%	1	1.5%	1	4.1%	6	0.0%	0	0.0%	0	12.7%	14	11.9%	6	5.3%	7	5.2%	4	3.2%	1
Wickes, Pinner's Brow Retail Park, Pinner's Brow, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolston Garden Centre, New Cut Lane, Warrington	1.2%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.3%	0	3.6%	4	1.0%	0	2.2%	3	0.8%	1	0.0%	0
Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bents Garden & Home, Warrington Road, Glazebury, Warrington	1.1%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	2.0%	2	0.0%	0	2.9%	1
Birchwood Culcheth Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0
Zone 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q Warehouse, Newton Road, Warrington	4.4%	32	0.8%	1	8.6%	4	2.5%	3	0.0%	0	10.5%	1	8.9%	10	5.3%	3	3.7%	5	5.1%	4	10.4%	2
B&Q, Delph Lane Newton Road, Winwick, Warrington	22.8%	167	0.0%	0	16.9%	7	1.0%	1	2.6%	1	13.1%	1	24.2%	26	47.3%	25	66.4%	81	21.5%	16	39.3%	9
Gemini Retail Park (Boots / Next), Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winwick Road, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, Walton Road, Stockton Heath, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Greenalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Avenue, Warrington																				
Stockton Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Forge Shopping Centre, Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 10																				
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	0
Outside Study Area - Blackpool																				
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																				
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Legh Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	0.0%	0	1.3%	2	1.4%	1	1.6%	0
Outside Study Area - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	0
Outside Study Area - Cheshire West																				
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																				
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Northwich Retail Park, Manchester Road, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sealand Road, Chester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Station Road, Ellesmere Port	0.9%	7	0.0%	0	0.0%	0	0.0%	0	22.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Northwich Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Cheshire West and Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaverham Village Centre Outside Study Area - Conwy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre Outside Study Area - Flintshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St David's Retail Park, Chester Outside Study Area - Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Water Gardens, Warrington Road, Rainhill Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot Outside Study Area - Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Speke Road, New Mersey Retail Park, Speke Outside Study Area - Manchester	2.4%	18	8.7%	12	0.0%	0	3.7%	5	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre Outside Study Area - Manchester Outside Study Area - Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Boundary Mill Stores, Vivary Way, Colne Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Moss Nurseries, Moss Road, Manchester Outside Study Area - St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock Village Centre Outside Study Area - St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
St Helens Town Centre	2.5%	18	0.0%	0	0.0%	0	13.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Milverny Way, Ravenhead Retail Park, St.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Helens Linkway, St. Helens											
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%
Atlantic Street Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Homebase, Altrincham Retail Park, Manchester Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%
Trafford Centre, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%
Trafford Retail Park, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Outside Study Area - Wigan											
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Kirkhall Lane, Leigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Outside Study Area - Other											
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	0.2%	1	0.0%	0	0.0%	0	1.0%	0	3.1%	0	1.2%
Other											
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	735	140	41	137	30	8	109	52	122	72	24
Sample:	733	77	75	69	68	80	76	72	73	70	73

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q33 How often do you make shopping trips for DIY or gardening goods to (LOCATION MENTIONED AT Q32)?

Those who buy DIY or gardening goods at a specific location (excluding those who buy via the Internet or abroad) at Q32

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.6%	12	0.0%	0	3.9%	2	0.0%	0	2.1%	1	0.8%	0	0.9%	1	6.9%	4	3.3%	4	0.0%	0	3.4%	1
At least once a fortnight	3.0%	24	1.0%	1	4.5%	2	0.0%	0	3.7%	1	8.1%	1	3.2%	4	5.3%	3	4.7%	6	6.4%	5	1.6%	0
At least once a month	8.9%	69	7.2%	10	11.7%	5	10.9%	15	10.2%	3	20.5%	2	4.2%	6	16.4%	9	7.1%	9	11.2%	8	7.2%	2
At least every two months	9.4%	74	5.1%	7	5.4%	2	5.8%	8	10.7%	3	12.6%	1	21.4%	28	5.6%	3	5.6%	7	13.7%	10	10.2%	2
At least every 3 months	14.8%	116	10.8%	15	14.9%	6	24.1%	33	9.2%	3	11.0%	1	13.3%	18	9.8%	5	12.6%	16	13.0%	10	30.2%	7
At least every 6 months	18.2%	143	18.2%	26	9.6%	4	11.3%	16	23.2%	8	14.8%	1	13.9%	18	20.8%	11	33.0%	43	13.6%	10	21.5%	5
Less often than once every 6 months	24.0%	188	26.8%	38	25.7%	11	27.5%	38	17.9%	6	14.7%	1	22.1%	29	29.4%	16	14.0%	18	33.2%	25	18.8%	5
Have only visited once (Don't know / varies)	1.2%	9	1.7%	2	13.1%	6	0.0%	0	0.9%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
	18.7%	146	29.3%	42	10.5%	5	20.4%	28	22.1%	7	12.7%	1	21.0%	28	3.4%	2	19.6%	25	9.0%	7	5.1%	1
<i>Mean:</i>		<i>6.15</i>		<i>3.51</i>		<i>8.49</i>		<i>3.92</i>		<i>6.35</i>		<i>7.57</i>		<i>5.19</i>		<i>15.79</i>		<i>6.77</i>		<i>5.43</i>		<i>5.76</i>
Weighted base:		782		144		43		139		32		9		133		54		130		75		24
Sample:		766		80		76		71		74		86		81		75		76		73		74

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q34 Where did you last go to buy furniture, carpets and floor coverings?																					
<i>Excluding Internet & DK</i>																					
Zone 1																					
Albert Road Retail Park, Widnes	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	0.5%	3	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Green Oaks Shopping Centre, Widnes	0.9%	5	3.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Widnes Shopping Park, Widnes	3.1%	17	13.7%	14	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Widnes Town Centre	4.7%	25	16.6%	17	1.7%	1	6.4%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2																					
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Honiton Square, Penketh Station Road, Great Sankey	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Warrington Road (East), Penketh	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Warrington Road (West), Penketh	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3																					
Asda, West Lane, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Runcorn Shopping Centre, Runcorn	1.8%	10	0.0%	0	0.0%	0	8.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Trident Retail & Leisure Park, Runcorn	0.5%	2	0.0%	0	0.0%	0	1.7%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 4																					
Frodsham Town Centre	4.6%	25	1.0%	1	0.0%	0	16.9%	19	22.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 5																					
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 6																					
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Milner Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bridge Street, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	
Cockhedge Shopping Park, Warrington	0.7%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.7%	0	1.3%	1	2.0%	1	1.1%	1	0.9%	1	0.0%
Golden Square Shopping Centre, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Holes Lane / Manchester Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	
Orford Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Pinner's Brow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%											
Riverside Retail Park, Warrington	5.6%	31	0.0%	0	2.5%	1	3.5%	4	1.4%	0	6.7%	0	13.3%	8	7.1%	3	12.9%	11	3.4%	2	4.6%	1
Schoolbrow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 7	21.9%	119	10.7%	11	18.2%	6	14.7%	17	1.8%	0	20.2%	1	48.4%	31	25.0%	11	23.8%	20	32.3%	20	13.7%	2
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	2.4%	2	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.3%	12	0.0%	0	6.9%	2	3.3%	4	0.0%	0	1.3%	0	4.3%	3	0.0%	0	1.8%	2	2.9%	2	2.8%	0
B&Q, Delph Lane Newton Road, Winwick, Warrington	1.8%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	11.3%	61	6.5%	7	26.3%	8	1.7%	2	6.9%	1	9.6%	0	0.0%	0	7.5%	3	38.1%	33	6.6%	4	22.1%	3
Ikea, Europa Boulevard, Warrington	0.5%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	2.1%	11	0.0%	0	13.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.6%	4	2.9%	2	0.0%	0
Winwick Road, Warrington	2.0%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	1.5%	1	3.4%	3	1.9%	1	6.9%	1
Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Stockton Heath	3.9%	21	0.0%	0	1.9%	1	1.0%	1	0.0%	0	23.3%	1	5.8%	4	2.3%	1	0.0%	0	20.7%	13	6.6%	1
Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	13	6.0%	1
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
minator	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Knutsford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Outside Study Area - Cheshire East	0.4%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre Outside Study Area - Cheshire West and Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albion Road Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	0
Broughton Shopping Park, Chester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.6%	3	0.0%	0	0.0%	0	2.4%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chester City Centre	1.4%	8	0.0%	0	0.0%	0	1.0%	1	25.0%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.4%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.5%	3	0.0%	0	0.0%	0	1.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 2), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.6%	3	0.0%	0	0.0%	0	0.7%	1	10.3%	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre Outside Study Area - Flintshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre Outside Study Area - Knowsley	4.3%	23	3.3%	3	0.0%	0	16.7%	19	2.8%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cables Retail Park, Prescot Outside Study Area - Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Speke Road, New Mersey Retail Park, Speke	0.6%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunts Cross Retail Park, Speke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
John Lewis, South John Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Liverpool City Centre	2.6%	14	7.2%	7	2.8%	1	2.7%	3	5.2%	1	0.0%
Liverpool One, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Mersey Shopping Park, Liverpool	3.5%	19	11.0%	11	0.8%	0	6.3%	7	0.0%	0	0.0%
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
The Speke Centre, Liverpool	2.5%	14	10.4%	11	0.0%	0	2.4%	3	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.6%	3	0.0%	0	5.1%	2	0.0%	0	0.0%	0	2.3%
Outside Study Area - Pendle											
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford											
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Irlam Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%
Outside Study Area - Salford	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%
Salford Quays	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Outside Study Area - St. Helens											
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Retail Park, Warrington Old Road, St Helens	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
St Helens Town Centre	1.3%	7	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenhead Retail Park, St. Helens	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Stockport											
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheadle Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
John Lewis, Wilmslow Road, Cheadle	0.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.6%

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Stockport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Altrincham Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Stamford Brook Local Shopping Centre, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Trafford Centre, Manchester	1.4%	8	0.0%	0	5.6%	2	0.0%	0	0.0%	0	11.2%
Outside Study Area - Wigan											
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leigh Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%
Outside Study Area - Other											
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	0.7%	4	1.0%	1	0.8%	0	0.0%	0	1.4%	0	0.0%
Other											
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	542	104	31	114	22	5	64	43	85	62	12
Sample:	552	59	67	66	50	51	48	59	50	60	42

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q35 How often do you make shopping trips for furniture, carpets and floor coverings to (LOCATION MENTIONED AT Q34)?

Those who buy furniture, carpets and floor coverings at a specific location (excluding those who buy via the Internet or abroad) at Q34

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	1.1%	8	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.4%	10	2.7%	3	2.2%	1	3.1%	4	0.0%	0	1.6%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0	1.2%	0
At least every 6 months	5.5%	37	4.6%	6	5.8%	2	6.0%	7	4.7%	1	6.8%	0	5.1%	5	6.7%	4	6.4%	7	3.0%	2	10.4%	2
Less often than once every 6 months	68.3%	460	56.9%	74	78.8%	30	60.3%	74	54.5%	15	79.1%	4	63.8%	63	87.6%	49	68.3%	73	94.7%	66	63.5%	11
Have only visited once (Don't know / varies)	4.1%	27	3.3%	4	2.5%	1	4.3%	5	20.8%	6	5.8%	0	2.6%	3	3.3%	2	1.1%	1	2.3%	2	21.6%	4
	19.4%	131	29.8%	39	10.8%	4	25.4%	31	20.0%	5	6.7%	0	28.5%	28	2.4%	1	19.3%	21	0.0%	0	3.2%	1
Mean:		1.24		1.55		1.11		1.21		0.80		1.06		1.03		1.04		1.63		1.01		0.92
Weighted base:		673		129		38		123		27		6		99		56		107		70		17
Sample:		683		75		79		71		65		55		65		78		61		70		64

Q36 Do you ever visit any of the following centres? [MR/PR]

Warrington town centre	80.5%	808	77.3%	143	84.0%	51	89.0%	158	25.6%	12	72.7%	7	93.8%	142	80.2%	56	84.5%	140	75.7%	74	65.2%	24
Birchwood district centre	34.3%	344	10.6%	20	34.7%	21	29.6%	52	4.6%	2	14.6%	1	48.0%	73	86.5%	61	56.6%	94	14.9%	15	15.3%	6
Stockton Heath district centre	39.3%	395	21.8%	41	18.8%	11	36.5%	65	15.1%	7	86.8%	8	48.5%	74	26.0%	18	30.9%	51	96.2%	94	68.8%	25
Westbrook district centre (Don't visit any of these centres)	34.6%	347	23.8%	44	71.5%	44	19.6%	35	6.5%	3	15.9%	2	50.5%	77	37.3%	26	51.7%	86	21.1%	21	30.4%	11
	10.1%	102	19.7%	36	0.7%	0	7.8%	14	63.3%	31	2.6%	0	1.7%	3	5.7%	4	4.9%	8	1.2%	1	11.5%	4
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q37 Which of those centres do you visit most often? [PR]

Those who mentioned more than one centre at Q36

Warrington town centre	49.1%	316	81.1%	56	21.5%	9	59.0%	60	67.0%	5	15.7%	1	59.2%	78	19.1%	11	45.9%	58	32.7%	25	53.4%	13
Birchwood district centre	19.4%	125	0.0%	0	3.7%	2	21.2%	22	0.0%	0	1.8%	0	20.3%	27	78.1%	46	20.8%	26	1.3%	1	6.3%	2
Stockton Heath district centre	15.4%	99	3.6%	2	0.8%	0	17.3%	18	28.9%	2	81.5%	5	7.5%	10	2.8%	2	1.2%	2	66.0%	50	34.8%	8
Westbrook district centre	16.1%	104	15.3%	11	73.9%	31	2.5%	3	4.1%	0	1.1%	0	13.0%	17	0.0%	0	32.1%	41	0.0%	0	5.5%	1
Weighted base:		644		69		42		103		7		6		131		59		127		75		24
Sample:		634		40		75		55		16		67		82		84		67		88		60

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q37X Centre visited most often:																						
<i>Those who mentioned one or more centres at Q36</i>																						
Warrington town centre	56.0%	505	87.4%	130	31.0%	19	70.8%	116	65.1%	12	20.8%	2	60.9%	91	19.1%	13	52.3%	82	27.4%	26	43.9%	14
Birchwood district centre	15.9%	143	0.7%	1	12.3%	7	14.2%	23	2.2%	0	2.0%	0	18.5%	28	75.8%	50	19.3%	30	1.0%	1	5.3%	2
Stockton Heath district centre	15.6%	140	2.4%	4	0.6%	0	13.4%	22	31.0%	5	76.5%	7	8.5%	13	5.0%	3	1.0%	2	71.5%	69	46.8%	15
Westbrook district centre	12.6%	114	9.5%	14	56.0%	34	1.6%	3	1.7%	0	0.7%	0	12.2%	18	0.0%	0	27.5%	43	0.0%	0	4.0%	1
Weighted base:		902		149		61		163		18		9		149		66		158		96		33
Sample:		876		81		99		90		41		97		97		95		93		99		84

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?*Those who mentioned Warrington at Q37X*

Daily	2.8%	14	1.1%	1	0.0%	0	0.7%	1	8.4%	1	4.6%	0	8.0%	7	0.0%	0	2.5%	2	3.8%	1	3.7%	1
At least two times a week	7.3%	37	2.7%	3	7.5%	1	0.0%	0	4.4%	1	3.5%	0	15.9%	14	0.0%	0	11.8%	10	27.3%	7	0.0%	0
At least once a week	22.1%	111	5.5%	7	14.9%	3	7.1%	8	0.0%	0	22.5%	0	57.2%	52	33.6%	4	32.1%	26	34.3%	9	7.6%	1
At least once a fortnight	19.1%	96	8.5%	11	61.7%	12	20.4%	24	0.0%	0	20.8%	0	7.8%	7	0.0%	0	36.8%	30	22.0%	6	44.7%	6
At least once a month	17.9%	90	18.3%	24	6.0%	1	34.2%	39	16.2%	2	38.9%	1	5.6%	5	29.7%	4	10.2%	8	7.6%	2	26.9%	4
At least every two months	8.4%	43	20.6%	27	0.0%	0	6.4%	7	2.6%	0	3.5%	0	2.9%	3	11.7%	1	2.2%	2	2.9%	1	8.0%	1
At least every 3 months	7.8%	40	14.9%	19	4.5%	1	10.3%	12	26.9%	3	6.3%	0	0.0%	0	13.3%	2	1.9%	2	2.2%	1	3.1%	0
At least every 6 months	7.1%	36	14.7%	19	0.0%	0	10.2%	12	20.9%	2	0.0%	0	1.0%	1	11.7%	1	0.0%	0	0.0%	0	1.5%	0
Less often than once every 6 months	3.4%	17	6.2%	8	1.8%	0	4.0%	5	18.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	21	7.5%	10	3.6%	1	6.7%	8	2.6%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.6%	0
<i>Mean:</i>		<i>46.96</i>		<i>20.48</i>		<i>41.87</i>		<i>18.00</i>		<i>44.79</i>		<i>46.18</i>		<i>95.01</i>		<i>22.51</i>		<i>63.05</i>		<i>95.29</i>		<i>33.74</i>
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?

Those who mentioned Blackwood at Q37X

Daily	7.5%	11	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	4.1%	1	5.9%	3	9.6%	3	100.0%	1	0.0%	0
At least two times a week	15.4%	22	0.0%	0	11.3%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	4	21.2%	11	22.7%	7	0.0%	0	0.0%	0
At least once a week	39.3%	56	0.0%	0	3.5%	0	0.0%	0	0.0%	0	62.9%	0	60.9%	17	53.7%	27	37.0%	11	0.0%	0	55.3%	1
At least once a fortnight	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	16.2%	0
At least once a month	5.9%	8	0.0%	0	9.8%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1	6.6%	3	8.0%	2	0.0%	0	16.2%	0
At least every two months	9.5%	14	0.0%	0	75.4%	6	0.0%	0	0.0%	0	0.0%	0	13.3%	4	1.0%	0	12.6%	4	0.0%	0	0.0%	0
At least every 3 months	13.1%	19	0.0%	0	0.0%	0	78.4%	18	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0
At least every 6 months	3.5%	5	100.0%	1	0.0%	0	6.2%	1	0.0%	0	0.0%	0	5.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.1%	2	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
<i>Mean:</i>		83.44		2.00		30.96		46.48		4.00		32.79		75.49		96.74		108.64		365.00		35.39
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?

Those who mentioned Stockton Heath at Q37X

Daily	9.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	20.5%	3	0.0%	0	0.0%	0	15.2%	10	1.8%	0
At least two times a week	20.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	2	50.7%	6	0.0%	0	0.0%	0	30.6%	21	0.0%	0
At least once a week	30.6%	43	0.0%	0	0.0%	0	20.8%	5	0.0%	0	44.6%	3	28.8%	4	0.0%	0	0.0%	0	42.1%	29	16.6%	3
At least once a fortnight	10.2%	14	0.0%	0	0.0%	0	27.8%	6	12.6%	1	11.5%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	5	8.7%	1
At least once a month	9.1%	13	30.2%	1	100.1%	0	31.3%	7	0.0%	0	8.3%	1	0.0%	0	14.9%	0	0.0%	0	0.8%	1	18.2%	3
At least every two months	6.4%	9	0.0%	0	0.0%	0	5.0%	1	27.0%	1	2.7%	0	0.0%	0	19.5%	1	0.0%	0	2.3%	2	26.2%	4
At least every 3 months	5.7%	8	30.2%	1	0.0%	0	10.0%	2	0.0%	0	1.6%	0	0.0%	0	14.9%	0	0.0%	0	0.0%	0	26.6%	4
At least every 6 months	5.8%	8	39.5%	1	0.0%	0	5.0%	1	27.0%	1	1.6%	0	0.0%	0	50.8%	2	100.0%	2	1.1%	1	0.0%	0
Less often than once every 6 months	1.4%	2	0.0%	0	0.0%	0	0.0%	0	28.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		99.55		5.63		12.00		22.61		6.05		92.55		195.35		4.56		2.00		143.36		22.35
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?*Those who mentioned Westbrook at Q37X*

Daily	2.3%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
At least two times a week	29.5%	33	0.0%	0	23.8%	8	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0	53.3%	23	0.0%	0
At least once a week	29.6%	34	0.0%	0	49.1%	17	43.4%	1	0.0%	0	0.0%	0	59.3%	11	0.0%	0	11.9%	5	0.0%	0
At least once a fortnight	11.5%	13	15.3%	2	8.4%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	15.5%	7	0.0%	0
At least once a month	10.7%	12	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	15.7%	7	0.0%	0
At least every two months	1.0%	1	0.0%	0	1.3%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	10.6%	12	52.4%	7	0.8%	0	56.6%	1	0.0%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.2%	5	32.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		90.20		6.40	91.35		24.82		6.00		2.00		60.62		0.00		135.97		0.00	10.17
Weighted base:		114		14	34		3		0		0		18		0		43		0	1
Sample:		115		8	59		2		1		1		12		0		26		0	6

Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?*Those who mentioned Warrington at Q37X*

Car / van (as driver)	60.9%	307	60.7%	79	73.1%	14	59.8%	69	74.0%	9	82.5%	2	47.7%	43	68.4%	9	67.3%	55	74.3%	20	56.5%	8
Car / van (as passenger)	12.2%	61	14.3%	19	4.6%	1	24.4%	28	7.8%	1	7.0%	0	8.6%	8	6.6%	1	1.4%	1	5.1%	1	11.6%	2
Bus, minibus or coach	15.9%	80	16.0%	21	20.5%	4	12.5%	14	12.2%	1	10.5%	0	18.4%	17	18.3%	2	15.2%	12	13.3%	4	31.8%	5
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Walk	6.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	20	0.0%	0	11.7%	10	7.3%	2	0.0%	0
Taxi	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Train	3.4%	17	9.1%	12	0.0%	0	3.3%	4	6.0%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		505		130	19		116		12		2		91		13		82		26		14	
Sample:		413		69	34		67		28		17		61		18		46		32		41	

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?																						
<i>Those who mentioned Blackwood at Q37X</i>																						
Car / van (as driver)	69.8%	100	0.0%	0	93.7%	7	17.9%	4	100.1%	0	99.8%	0	79.5%	22	79.5%	40	77.9%	24	100.0%	1	100.0%	2
Car / van (as passenger)	8.5%	12	0.0%	0	6.3%	0	3.6%	1	0.0%	0	0.0%	0	16.4%	5	6.5%	3	10.1%	3	0.0%	0	0.0%	0
Bus, minibus or coach	15.9%	23	0.0%	0	0.0%	0	78.4%	18	0.0%	0	0.0%	0	4.1%	1	2.0%	1	8.0%	2	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.4%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?*Those who mentioned Stockton Heath at Q37X*

Car / van (as driver)	73.9%	104	60.5%	2	100.1%	0	85.8%	19	85.2%	5	86.2%	6	78.0%	10	74.6%	2	100.0%	2	62.9%	43	93.2%	14
Car / van (as passenger)	5.3%	7	39.5%	1	0.0%	0	10.4%	2	9.3%	1	8.5%	1	0.0%	0	25.4%	1	0.0%	0	2.4%	2	1.1%	0
Bus, minibus or coach	3.1%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	3.9%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	22.0%	3	0.0%	0	0.0%	0	28.5%	20	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
(Don't know / varies)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?												
<i>Those who mentioned Westbrook at Q37X</i>												
Car / van (as driver)	73.0%	83 100.0%	14 91.1%	31 100.0%	3 100.1%	0 99.9%	0 100.0%	18 0.0%	0 36.5%	16 0.0%	0 87.5%	1
Car / van (as passenger)	4.2%	5 0.0%	0 5.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.3%	3 0.0%	0 12.4%	0
Bus, minibus or coach	3.6%	4 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.8%	4 0.0%	0 0.0%	0
Motorcycle, scooter or moped	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Walk	7.6%	9 0.0%	0 1.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 19.1%	8 0.0%	0 0.0%	0
Taxi	0.5%	1 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bicycle	3.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.5%	4 0.0%	0 0.0%	0
Mobility scooter / disability vehicle	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Combination of modes	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Car and walk	1.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.6%	2 0.0%	0 0.0%	0
(Don't know / varies)	6.2%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 16.3%	7 0.0%	0 0.0%	0
Weighted base:		114	14	34	3	0	0	18	0	43	0	1
Sample:		115	8	59	2	1	1	12	0	26	0	6

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?																						
<i>Those who mentioned Warrington at Q37X</i>																						
Choice and range of shops	50.4%	254	72.4%	94	32.6%	6	57.6%	67	54.8%	6	51.5%	1	33.3%	30	35.1%	4	34.0%	28	39.8%	11	46.0%	7
New supermarket	0.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.4%	17	0.0%	0	3.8%	1	1.2%	1	0.0%	0	3.5%	0	6.0%	5	6.6%	1	9.2%	8	2.9%	1	1.1%	0
Choice of services (hairdressers, banks etc)	6.8%	34	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	10.5%	1	32.1%	26	11.3%	3	0.0%	0
Livestock market	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	3.9%	0	1.1%	1	2.2%	1	0.0%	0
Environmental quality of centre	4.0%	20	0.0%	0	0.0%	0	17.0%	20	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Close to home	17.8%	90	8.8%	11	13.7%	3	13.0%	15	0.0%	0	19.3%	0	44.0%	40	33.3%	4	8.6%	7	25.4%	7	15.9%	2
Close to work	3.0%	15	4.8%	6	0.0%	0	0.0%	0	12.8%	1	0.0%	0	3.2%	3	0.0%	0	1.4%	1	9.6%	3	3.7%	1
Easily accessible by public transport	1.9%	10	2.7%	3	0.0%	0	3.1%	4	3.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.4%	1	1.9%	0
Convenient car parking	0.6%	3	0.0%	0	1.8%	0	1.7%	2	0.0%	0	11.3%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Close to friends / family	1.7%	9	0.0%	0	0.0%	0	2.4%	3	2.6%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Compact centre	1.6%	8	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Easy to get to by car	1.7%	9	0.0%	0	38.5%	7	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Undercovered / sheltered areas	1.2%	6	1.1%	1	0.0%	0	3.1%	4	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	3.7%	19	4.1%	5	5.5%	1	1.0%	1	12.0%	1	14.4%	0	0.0%	0	6.6%	1	4.7%	4	4.4%	1	24.5%	4
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?																						
<i>Those who mentioned Blackwood at Q37X</i>																						
Choice and range of shops	33.8%	48	100.0%	1	3.5%	0	6.2%	1	100.1%	0	36.9%	0	62.5%	17	21.0%	11	54.9%	17	0.0%	0	42.9%	1
New supermarket	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.9%	0	0.0%	0	8.9%	4	12.6%	4	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.1%	3	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	2.0%	1	0.0%	0	0.0%	0	12.4%	0
Close to home	25.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	59.0%	30	11.9%	4	0.0%	0	16.2%	0
Close to work	10.3%	15	0.0%	0	86.7%	6	11.7%	3	0.0%	0	0.0%	0	4.1%	1	1.0%	0	9.6%	3	100.0%	1	0.0%	0
Easily accessible by public transport	12.7%	18	0.0%	0	0.0%	0	78.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Free car parking	4.3%	6	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	3.0%	1	8.0%	2	0.0%	0	16.2%	0
Compact centre	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Undercovered / sheltered areas (Nothing in particular)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?*Those who mentioned Stockton Heath at Q37X*

Choice and range of shops	36.4%	51	60.5%	2	0.0%	0	58.3%	13	49.5%	3	31.8%	2	50.7%	6	19.5%	1	0.0%	0	24.4%	17	47.6%	7
New supermarket	3.2%	4	0.0%	0	0.0%	0	8.9%	2	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.6%	1
Choice of leisure facilities (restaurants, pubs etc)	21.4%	30	39.5%	1	0.0%	0	17.4%	4	32.4%	2	8.5%	1	22.0%	3	25.4%	1	0.0%	0	24.3%	17	13.4%	2
Choice of services (hairdressers, banks etc)	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1	0.0%	0	14.9%	0	100.0%	2	11.8%	8	26.6%	4
Environmental quality of centre	1.8%	3	0.0%	0	100.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	25.4%	1	0.0%	0	1.4%	1	1.8%	0
Close to home	13.8%	19	0.0%	0	0.0%	0	6.6%	1	0.0%	0	28.1%	2	6.8%	1	0.0%	0	0.0%	0	21.7%	15	0.0%	0
Close to work	5.5%	8	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.6%	0	20.5%	3	0.0%	0	0.0%	0	5.2%	4	1.8%	0
Convenient car parking	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Free car parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Close to friends / family	1.1%	2	0.0%	0	0.0%	0	3.8%	1	7.2%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Compact centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Nothing in particular)	4.0%	6	0.0%	0	0.0%	0	0.0%	0	10.9%	1	1.0%	0	0.0%	0	14.9%	0	0.0%	0	5.5%	4	3.7%	1
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?												
<i>Those who mentioned Westbrook at Q37X</i>												
Choice and range of shops	51.1%	58 47.7%	7 39.7%	13 100.0%	3 0.0%	0 0.0%	0 52.7%	10 0.0%	0 59.3%	26 0.0%	0 12.4%	0
New supermarket	13.4%	15 0.0%	0 18.9%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.3%	9 0.0%	0 0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.6%	5 10.0%	1 1.0%	0 0.0%	0 100.1%	0 0.0%	0 15.3%	3 0.0%	0 0.0%	0 0.0%	0 28.7%	0
Choice of services (hairdressers, banks etc)	0.4%	0 0.0%	0 1.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Environmental quality of centre	0.2%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Close to home	16.5%	19 0.0%	0 17.2%	6 0.0%	0 0.0%	0 0.0%	0 27.2%	5 0.0%	0 18.3%	8 0.0%	0 0.0%	0
Close to work	1.8%	2 0.0%	0 3.5%	1 0.0%	0 0.0%	0 0.0%	0 4.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Convenient car parking	0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 37.5%	0
Free car parking	1.1%	1 0.0%	0 1.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	1 0.0%	0 0.0%	0
Close to friends / family	0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 21.3%	0
(Nothing in particular)	10.3%	12 42.3%	6 16.6%	6 0.0%	0 0.0%	0 99.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:	114	14	34	3	0	0	18	0	43	0	1	
Sample:	115	8	59	2	1	1	12	0	26	0	6	

Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]*Those who mentioned Warrington at Q37X***1st Mention**

Increased choice and range of shops	7.8%	39 2.2%	3 10.2%	2 4.0%	5 2.6%	0 19.3%	0 8.9%	8 11.7%	1 9.5%	8 23.3%	6 39.3%	6
Improved non-food shops within the town centre	0.8%	4 1.1%	1 0.0%	0 0.0%	0 0.0%	0 4.6%	0 3.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improved leisure facilities	3.9%	20 5.1%	7 0.0%	0 4.7%	5 0.0%	0 0.0%	0 4.1%	4 0.0%	0 1.4%	1 3.8%	1 11.7%	2
Improved quality of shops	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.8%	1 0.0%	0
More parking	5.2%	26 6.5%	8 5.6%	1 7.9%	9 0.0%	0 0.0%	0 3.4%	3 0.0%	0 3.4%	3 2.9%	1 6.7%	1
Cheaper parking	12.4%	62 8.3%	11 7.8%	1 3.8%	4 4.4%	1 15.1%	0 30.6%	28 5.1%	1 13.0%	11 19.1%	5 4.8%	1
Improved street cleaning	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Increased public transport	1.6%	8 0.8%	1 0.0%	0 2.4%	3 6.0%	1 0.0%	0 1.6%	1 3.9%	0 0.0%	0 6.7%	2 0.0%	0
Cheaper public transport	0.2%	1 0.0%	0 6.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better environment	2.1%	11 0.0%	0 1.4%	0 3.4%	4 5.2%	1 29.4%	1 2.5%	2 6.6%	1 1.1%	1 3.8%	1 3.1%	0
Better security	1.6%	8 1.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.7%	6 2.9%	1 0.0%	0
Longer opening hours	0.2%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Reduced traffic congestion	3.6%	18 7.1%	9 2.4%	0 3.3%	4 10.2%	1 0.0%	0 2.2%	2 9.0%	1 0.0%	0 0.0%	0 1.1%	0
Improved market	0.6%	3 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 2.1%	0
(Nothing / Nothing else)	59.4%	300 65.7%	86 66.4%	12 69.6%	80 71.6%	8 31.6%	1 41.4%	38 63.7%	8 64.9%	53 33.8%	9 29.2%	4
(Don't know)	0.3%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%	0
Weighted base:	505	130	19	116	12	2	91	13	82	26	14	
Sample:	413	69	34	67	28	17	61	18	46	32	41	

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
2nd Mention																						
Increased choice and range of shops	1.4%	7	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	3.7%	1
Improved non-food shops within the town centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	1.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Improved leisure facilities	1.7%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.0%	2	24.5%	4
Improved quality of shops	0.5%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.9%	0
More parking	1.7%	8	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.9%	2	5.1%	1	4.7%	4	0.0%	0	0.0%	0
Cheaper parking	3.2%	16	3.5%	5	0.0%	0	4.7%	5	0.0%	0	0.0%	0	3.4%	3	0.0%	0	3.4%	3	0.0%	0	1.9%	0
Improved street cleaning	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Cheaper public transport	0.4%	2	0.0%	0	1.8%	0	0.0%	0	3.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.5%	8	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	3.6%	3	0.0%	0	4.8%	1
Reduced traffic congestion	0.6%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Improved market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	0
(Nothing / Nothing else)	87.7%	443	93.5%	122	90.2%	17	91.7%	106	96.6%	11	90.9%	2	85.2%	77	94.9%	12	78.1%	64	90.2%	24	53.5%	8
(Don't know)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41
3rd Mention																						
Improved non-food shops within the town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Cheaper parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Better environment	0.5%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	1	0.0%	0
Reduced traffic congestion	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	98.3%	496	99.2%	129	96.8%	18	99.0%	114	100.0%	12	95.4%	2	98.8%	90	100.0%	13	97.0%	80	94.0%	25	96.6%	14
(Don't know)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Any Mention																						
Increased choice and range of shops	9.1%	46	2.2%	3	12.5%	2	4.0%	5	2.6%	0	19.3%	0	8.9%	8	11.7%	1	16.6%	14	23.3%	6	42.9%	6
Improved non-food shops within the town centre	1.8%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	0	5.9%	5	0.0%	0	1.1%	1	3.8%	1	0.0%	0
Improved leisure facilities	5.7%	29	6.1%	8	1.4%	0	4.7%	5	0.0%	0	0.0%	0	6.6%	6	0.0%	0	1.4%	1	9.8%	3	36.3%	5
Improved quality of shops	0.9%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	7.6%	2	1.9%	0
More parking	6.9%	35	6.5%	8	5.6%	1	9.8%	11	0.0%	0	0.0%	0	5.3%	5	5.1%	1	8.2%	7	2.9%	1	6.7%	1
Cheaper parking	15.6%	79	11.8%	15	7.8%	1	8.5%	10	4.4%	1	19.7%	0	34.0%	31	5.1%	1	16.4%	14	19.1%	5	8.2%	1
Improved street cleaning	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.7%	8	0.8%	1	0.0%	0	2.4%	3	6.0%	1	0.0%	0	1.6%	1	3.9%	0	0.0%	0	6.7%	2	1.5%	0
Cheaper public transport	0.7%	3	0.0%	0	8.1%	2	0.0%	0	3.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.1%	21	0.0%	0	5.6%	1	3.4%	4	5.2%	1	29.4%	1	6.2%	6	6.6%	1	6.6%	5	6.0%	2	7.9%	1
Better security	1.6%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	2.9%	1	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	4.4%	22	8.2%	11	2.4%	0	5.2%	6	10.2%	1	0.0%	0	2.2%	2	9.0%	1	0.0%	0	0.0%	0	4.2%	1
Improved market	0.8%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	5.1%	1
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]*Those who mentioned Blackwood at Q37X***1st Mention**

Increased choice and range of shops	9.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	15.6%	8	6.9%	2	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More parking	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	3.0%	1	0.0%	0	30.5%	1
Cheaper parking	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Increased public transport	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	16.2%	0
Cheaper public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Reduced traffic congestion	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	77.3%	111	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	73.5%	20	63.6%	32	80.0%	24	100.0%	1	53.3%	1
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0	28		50		30		1		2	
Sample:		129		1		5		4		1		2	17		72		20		1		6	

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
2nd Mention																						
Increased choice and range of shops	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.5%	137	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	89.9%	25	95.8%	48	94.9%	29	100.0%	1	100.0%	2
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	143		1		7		23		0		0		28		50		30		1		2	
Sample:	129		1		5		4		1		2		17		72		20		1		6	
3rd Mention																						
(Nothing / Nothing else)	97.6%	140	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	89.9%	25	98.7%	50	100.0%	30	100.0%	1	100.0%	2
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	143		1		7		23		0		0		28		50		30		1		2	
Sample:	129		1		5		4		1		2		17		72		20		1		6	
Any Mention																						
Increased choice and range of shops	9.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	16.6%	8	6.9%	2	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More parking	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7	3.0%	1	0.0%	0	30.5%	1
Cheaper parking	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.1%	2	0.0%	0	0.0%	0
Increased public transport	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.1%	2	0.0%	0	16.2%	0
Cheaper public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Reduced traffic congestion	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	143		1		7		23		0		0		28		50		30		1		2	
Sample:	129		1		5		4		1		2		17		72		20		1		6	

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]																						
<i>Those who mentioned Stockton Heath at Q37X</i>																						
1st Mention																						
Increased choice and range of shops	7.3%	10	30.2%	1	0.0%	0	5.0%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	7	1.1%	0
Discount foodstores within the town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	4
Improved leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Improved quality of shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	13.7%	19	0.0%	0	0.0%	0	3.8%	1	0.0%	0	15.4%	1	65.9%	8	25.4%	1	0.0%	0	7.9%	5	16.7%	3
Cheaper parking	18.9%	26	0.0%	0	0.0%	0	6.6%	1	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0	34.7%	24	1.8%	0
Increased public transport	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Cheaper public transport	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.8%	0
Better environment	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Reduced traffic congestion	6.7%	9	30.2%	1	0.0%	0	3.8%	1	24.8%	1	6.1%	0	15.7%	2	0.0%	0	0.0%	0	4.7%	3	3.2%	0
More service outlets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	46.3%	65	39.5%	1	100.1%	0	80.7%	18	75.2%	4	50.5%	4	18.4%	2	74.6%	2	100.0%	2	34.4%	24	50.6%	8
Weighted base:		140		4		0	22		5		7		13		3		2		69		15	
Sample:		219		3		1	17		11		77		7		5		1		66		31	
2nd Mention																						
Increased choice and range of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Improved non-food shops within the town centre	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Improved quality of shops	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	4
More parking	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0
Cheaper parking	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	6.8%	1
Improved street cleaning	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	0
(Nothing / Nothing else)	86.4%	121	100.0%	4	100.1%	0	100.0%	22	100.0%	5	78.9%	6	100.0%	13	100.0%	3	100.0%	2	81.5%	56	68.3%	10
Weighted base:		140		4		0	22		5		7		13		3		2		69		15	
Sample:		219		3		1	17		11		77		7		5		1		66		31	

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
3rd Mention																					
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Reduced traffic congestion (Nothing / Nothing else)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	99.7%	140	100.0%	4	100.1%	0	100.0%	22	100.0%	5	97.1%	7	100.0%	13	100.0%	3	100.0%	2	100.0%	69	98.2%
Weighted base:		140		4		0		22		5		7		13		3		2		69	
Sample:		219		3		1		17		11		77		7		5		1		66	
Any Mention																					
Increased choice and range of shops	8.6%	12	30.2%	1	0.0%	0	5.0%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	13.1%	9	1.1%
Discount foodstores within the town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Improved non-food shops within the town centre	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	23.0%
Improved leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Improved quality of shops	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%
More parking	17.3%	24	0.0%	0	0.0%	0	3.8%	1	0.0%	0	19.5%	1	65.9%	8	25.4%	1	0.0%	0	15.0%	10	16.7%
Cheaper parking	22.3%	31	0.0%	0	0.0%	0	6.6%	1	0.0%	0	25.3%	2	0.0%	0	0.0%	0	0.0%	0	38.7%	27	8.7%
Improved street cleaning	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased public transport	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%
Cheaper public transport	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.8%
Better environment	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%
Reduced traffic congestion	7.5%	11	30.2%	1	0.0%	0	3.8%	1	24.8%	1	9.3%	1	15.7%	2	0.0%	0	0.0%	0	5.5%	4	5.0%
More service outlets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		140		4		0		22		5		7		13		3		2		69	
Sample:		219		3		1		17		11		77		7		5		1		66	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]																						
<i>Those who mentioned Westbrook at Q37X</i>																						
1st Mention																						
Increased choice and range of shops	8.8%	10	0.0%	0	17.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
Improved leisure facilities	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0
More parking	1.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Increased public transport	1.6%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	12.2%	14	10.0%	1	22.3%	8	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	6.7%	3	0.0%	0	0.0%	0
More service outlets	1.9%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	69.4%	79	90.0%	13	51.3%	17	100.0%	3	100.1%	0	99.9%	0	89.0%	16	0.0%	0	65.8%	28	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
2nd Mention																						
Increased choice and range of shops	2.4%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Improved leisure facilities	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	105	100.0%	14	96.7%	33	100.0%	3	100.1%	0	99.9%	0	93.8%	17	0.0%	0	85.7%	37	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
3rd Mention																						
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	99.2%	113	100.0%	14	100.0%	34	100.0%	3	100.1%	0	99.9%	0	100.0%	18	0.0%	0	97.9%	42	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Any Mention																						
Increased choice and range of shops	11.2%	13	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Improved leisure facilities	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	9	0.0%	0	0.0%	0	0.0%	0
More parking	2.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.6%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	12.2%	14	10.0%	1	22.3%	8	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	6.7%	3	0.0%	0	0.0%	0
More service outlets	1.9%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		114		14	34		3		0		0		18		0		43		0		0	1
Sample:		115		8	59		2		1		1		12		0		26		0		0	6

Q42 Why don't you visit Warrington Town Centre? [MR]*Those who don't visit Warrington Town Centre at Q36*

Lack of choice and range of shops	5.3%	10	2.6%	1	7.3%	1	4.3%	1	0.0%	0	4.4%	0	12.1%	1	9.6%	1	10.6%	3	4.2%	1	11.2%	1
Lack of supermarket	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.7%	0
Environmental quality of centre	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.6%	0	0.0%	0	9.6%	1	18.0%	5	10.6%	3	13.3%	2
To far away from home or work	18.7%	36	22.4%	9	0.0%	0	33.5%	7	43.4%	16	5.2%	0	9.2%	1	16.1%	2	4.6%	1	0.0%	0	4.1%	1
Not accessible by public transport	9.1%	18	2.6%	1	2.7%	0	0.0%	0	3.9%	1	15.6%	0	0.0%	0	3.5%	0	0.0%	0	57.5%	14	4.5%	1
Inconveniently located car parking	7.8%	15	2.6%	1	8.9%	1	13.0%	3	6.0%	2	24.2%	1	0.0%	0	15.0%	2	11.4%	3	7.4%	2	9.4%	1
Expensive car parking	4.7%	9	0.0%	0	12.6%	1	0.0%	0	2.3%	1	13.0%	0	0.0%	0	4.6%	1	14.9%	4	4.2%	1	10.5%	1
Too busy / congested	6.3%	12	8.3%	3	2.7%	0	5.7%	1	14.8%	5	9.6%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.3%	1
Don't like the new shopping centre	1.6%	3	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	6.0%	1	3.5%	1	0.0%	0	1.3%	0
Health problems	6.6%	13	0.0%	0	5.4%	1	5.7%	1	2.5%	1	2.6%	0	18.5%	2	6.4%	1	26.1%	7	2.5%	1	2.5%	0
Poor market	0.3%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not safe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
(Nothing, no reason to visit)	41.3%	81	61.7%	26	57.9%	6	37.9%	7	31.5%	11	39.8%	1	51.0%	5	29.2%	4	37.8%	10	13.4%	3	59.6%	8
(Don't know)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Weighted base:		195		42	10		19		36		3		9		14		26		24		13	
Sample:		250		23	15		14		70		30		8		18		20		15		37	

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q43 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]											
Yes, Internet	66.8%	67.3%	70.2%	76.2%	58.4%	64.7%	51.2%	56.5%	68.7%	72.9%	84.8%
Yes, Portable internet shopping (through mobile phone)	11.6%	17.5%	9.2%	17.0%	12.7%	13.3%	8.5%	15.3%	3.2%	3.6%	21.7%
Yes, TV Shopping	3.0%	8.8%	1.7%	2.0%	4.8%	1.6%	1.8%	1.2%	0.5%	2.6%	0.0%
No	30.7%	25.5%	27.1%	23.8%	41.6%	35.3%	46.0%	36.3%	31.3%	27.1%	14.5%
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37
Sample:	1004	101	100	101	100	100	100	100	101	101	100

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q44 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]																						
<i>Those who use electronic home shopping at Q43</i>																						
Food	12.4%	86	4.3%	6	9.9%	4	19.0%	26	9.1%	3	6.1%	0	13.2%	11	12.3%	6	16.9%	19	8.1%	6	19.3%	6
Clothes / shoes	36.6%	254	45.1%	62	23.6%	10	31.7%	43	42.4%	12	41.1%	3	40.3%	33	37.6%	17	33.2%	38	29.9%	21	48.2%	15
Banking / finance	4.1%	28	0.8%	1	0.8%	0	1.6%	2	16.5%	5	5.5%	0	4.8%	4	1.1%	0	5.8%	7	1.4%	1	24.2%	8
Books	49.9%	347	34.8%	48	38.8%	17	42.8%	58	64.0%	18	59.7%	4	40.3%	33	63.6%	29	55.2%	63	79.8%	57	67.4%	21
CDs, DVDs, music	42.3%	294	47.9%	66	47.7%	21	38.4%	52	53.8%	15	30.1%	2	34.7%	28	34.6%	16	44.4%	51	38.5%	27	51.0%	16
DIY goods	5.5%	38	5.8%	8	0.6%	0	5.5%	7	12.1%	3	6.6%	0	8.3%	7	2.5%	1	1.8%	2	8.8%	6	7.3%	2
Furniture / carpets	6.4%	44	1.0%	1	0.0%	0	14.5%	20	3.5%	1	6.3%	0	6.2%	5	5.4%	2	6.5%	7	1.4%	1	19.3%	6
Garden items	2.0%	14	0.0%	0	0.0%	0	0.8%	1	2.9%	1	5.8%	0	1.4%	1	3.6%	2	5.7%	7	1.4%	1	3.3%	1
Holiday and / or travel tickets	7.2%	50	4.1%	6	2.8%	1	6.2%	8	11.7%	3	13.3%	1	12.7%	10	1.9%	1	6.0%	7	6.9%	5	24.9%	8
Jewellery	3.5%	25	5.9%	8	1.2%	1	5.1%	7	3.4%	1	6.3%	0	1.4%	1	5.4%	2	1.0%	1	2.2%	2	4.2%	1
Major electrical items	17.6%	122	10.9%	15	11.6%	5	14.4%	19	27.0%	8	21.9%	1	25.4%	21	14.8%	7	17.8%	20	22.3%	16	32.5%	10
Small electrical items	22.5%	157	26.9%	37	6.6%	3	15.0%	20	19.1%	5	23.1%	1	28.9%	24	22.9%	10	18.8%	21	30.3%	22	39.8%	13
Small household goods	13.1%	91	21.9%	30	19.4%	9	10.2%	14	10.7%	3	8.0%	0	11.0%	9	13.1%	6	4.7%	5	9.9%	7	23.9%	8
Sports goods	3.7%	26	2.0%	3	4.6%	2	1.6%	2	5.4%	2	20.9%	1	6.6%	5	3.3%	1	1.0%	1	3.6%	3	17.3%	5
Toys	20.6%	143	23.1%	32	13.7%	6	23.3%	31	20.1%	6	20.6%	1	16.7%	14	20.5%	9	11.3%	13	26.9%	19	37.1%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and craft / hobby items	1.2%	8	0.0%	0	0.6%	0	0.0%	0	3.2%	1	0.0%	0	1.8%	1	1.9%	1	2.2%	2	2.5%	2	1.8%	1
Car / motorbike parts and accessories	1.4%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.4%	3	1.4%	1	2.2%	2	3.6%	3	0.0%	0
Computer accessories	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer games	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0
Flowers	0.2%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Gifts / vouchers	7.4%	51	10.4%	14	2.9%	1	17.4%	23	1.1%	0	10.1%	1	3.4%	3	6.6%	3	4.2%	5	1.1%	1	0.0%	0
Handbags	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health, beauty and chemist goods	3.9%	27	3.4%	5	7.5%	3	6.0%	8	11.7%	3	7.8%	0	2.9%	2	4.9%	2	0.0%	0	3.3%	2	0.9%	0
Insurance	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Pet food / products	0.9%	6	2.5%	3	0.6%	0	0.0%	0	1.8%	1	4.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Soft household furnishings (bedding, curtains, towels, cushions etc.)	0.1%	1	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Theatre / concert tickets	0.3%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.3%	23	1.0%	1	13.5%	6	4.8%	7	8.4%	2	0.0%	0	2.4%	2	0.0%	0	2.2%	3	3.3%	2	0.0%	0
Weighted base:		695		138		44		135		28		6		82		45		114		71		32
Sample:		628		66		65		69		60		58		51		60		59		66		74

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q45 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]																						
<i>Those who use electronic home shopping at Q43</i>																						
None	3.9%	27	3.5%	5	0.6%	0	2.3%	3	6.6%	2	8.5%	1	0.0%	0	2.5%	1	0.8%	1	19.7%	14	0.9%	0
Food	13.5%	94	4.3%	6	10.1%	5	20.4%	28	15.6%	4	7.7%	0	14.5%	12	10.8%	5	17.2%	20	11.7%	8	20.6%	6
Clothes / shoes	36.4%	253	37.5%	52	23.2%	10	42.8%	58	34.2%	10	32.5%	2	41.7%	34	37.3%	17	31.0%	35	30.2%	21	43.5%	14
Banking / finance	3.9%	27	0.8%	1	1.8%	1	1.6%	2	12.8%	4	5.5%	0	4.8%	4	1.1%	0	5.8%	7	0.0%	0	26.5%	8
Books	42.2%	293	34.8%	48	36.8%	16	24.5%	33	61.6%	17	45.9%	3	38.5%	32	58.0%	26	48.9%	56	59.9%	43	62.1%	20
CDs, DVDs, music	39.2%	273	42.9%	59	49.6%	22	36.7%	50	45.3%	13	28.3%	2	31.3%	26	33.1%	15	39.8%	45	37.7%	27	46.6%	15
DIY goods	5.1%	36	6.8%	9	0.6%	0	4.7%	6	10.2%	3	7.5%	0	9.6%	8	2.5%	1	1.0%	1	4.9%	3	8.5%	3
Furniture / carpets	4.7%	33	3.5%	5	0.0%	0	1.9%	3	6.7%	2	6.3%	0	6.2%	5	5.4%	2	5.7%	7	2.8%	2	21.7%	7
Garden items	1.9%	13	0.0%	0	0.0%	0	0.8%	1	1.1%	0	5.8%	0	3.4%	3	3.6%	2	4.4%	5	1.4%	1	4.0%	1
Holiday and / or travel tickets	7.3%	51	5.5%	8	4.8%	2	6.2%	8	11.7%	3	13.3%	1	10.9%	9	1.9%	1	6.0%	7	5.5%	4	25.2%	8
Jewellery	3.7%	26	5.9%	8	1.2%	1	4.5%	6	3.4%	1	6.3%	0	4.8%	4	3.6%	2	1.0%	1	2.2%	2	4.7%	1
Major electrical items	15.7%	109	9.4%	13	9.7%	4	8.8%	12	25.0%	7	21.3%	1	25.4%	21	16.6%	7	15.6%	18	21.8%	15	32.2%	10
Small electrical items	25.1%	175	29.2%	40	3.7%	2	27.6%	37	17.8%	5	22.4%	1	28.9%	24	25.2%	11	16.6%	19	30.6%	22	41.8%	13
Small household goods	12.3%	85	16.9%	23	22.3%	10	10.8%	15	13.4%	4	8.0%	0	11.0%	9	12.7%	6	3.1%	4	9.4%	7	25.4%	8
Sports goods	3.8%	27	2.0%	3	4.6%	2	1.6%	2	2.5%	1	20.9%	1	8.4%	7	3.3%	1	1.0%	1	3.6%	3	17.7%	6
Toys	17.9%	124	19.1%	26	13.7%	6	24.9%	34	16.8%	5	18.9%	1	13.5%	11	20.5%	9	12.7%	14	9.1%	6	35.9%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and craft / hobby items	0.9%	6	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1	2.2%	2	1.1%	1	1.8%	1
Car / motorbike parts and accessories	1.1%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.4%	3	1.4%	1	2.2%	2	0.8%	1	0.0%	0
Computer accessories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer games	0.7%	5	0.0%	0	0.8%	0	2.0%	3	0.0%	0	3.5%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0
Flowers	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts / vouchers	5.3%	37	9.4%	13	1.9%	1	7.3%	10	0.0%	0	5.2%	0	6.8%	6	6.6%	3	3.2%	4	1.1%	1	0.0%	0
Handbags	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health, beauty and chemist goods	3.3%	23	2.4%	3	6.3%	3	4.0%	5	8.3%	2	8.1%	1	2.9%	2	4.9%	2	1.4%	2	3.3%	2	0.9%	0
Insurance	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Pet food / products	0.8%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Soft household furnishings (bedding, curtains, towels, cushions etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Theatre / concert tickets	0.3%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.1%	43	2.5%	3	16.4%	7	6.3%	8	11.1%	3	5.7%	0	7.4%	6	1.9%	1	6.9%	8	7.2%	5	0.5%	0
Weighted base:	695		138		44		135		28		6		82		45		114		71		32	
Sample:	628		66		65		69		60		58		51		60		59		66		74	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q46 Which of these leisure activities do you participate in? [MR/PR]																						
Health and fitness	23.4%	235	20.8%	39	12.9%	8	17.5%	31	19.1%	9	23.2%	2	39.7%	60	10.9%	8	24.9%	41	33.2%	32	12.8%	5
Leisure centre activities	25.7%	258	19.2%	36	18.3%	11	24.5%	43	31.3%	15	21.1%	2	30.0%	45	16.3%	11	27.9%	46	37.9%	37	29.2%	11
Cinema	47.9%	480	58.4%	108	26.8%	16	52.2%	92	57.8%	28	50.0%	5	46.7%	71	42.8%	30	34.9%	58	51.0%	50	59.0%	22
Restaurant	75.9%	762	82.6%	153	71.8%	44	81.0%	143	76.9%	37	74.9%	7	78.8%	120	66.1%	47	66.9%	111	75.4%	74	72.7%	27
Pubs / bars	59.2%	594	69.9%	130	61.7%	38	46.6%	83	67.2%	32	49.3%	5	63.2%	96	38.5%	27	65.2%	108	62.4%	61	40.2%	15
Nightclub	4.2%	42	6.2%	11	3.2%	2	6.0%	11	0.0%	0	9.9%	1	2.8%	4	2.3%	2	3.3%	6	3.7%	4	6.2%	2
Social club	12.7%	128	24.8%	46	16.9%	10	5.0%	9	3.9%	2	0.0%	0	9.4%	14	5.1%	4	18.0%	30	12.3%	12	3.4%	1
Ten-pin bowling	23.7%	238	28.7%	53	15.2%	9	38.0%	67	12.4%	6	12.1%	1	27.5%	42	10.7%	8	13.7%	23	25.4%	25	10.9%	4
Bingo	4.8%	48	5.0%	9	1.0%	1	2.0%	4	0.6%	0	0.0%	0	4.4%	7	3.2%	2	5.6%	9	12.9%	13	10.0%	4
Theatre / concert hall	47.4%	476	55.7%	103	44.2%	27	41.9%	74	64.3%	31	45.2%	4	43.9%	67	48.0%	34	40.4%	67	48.4%	47	59.0%	22
Museum / art galleries	35.3%	355	38.7%	72	17.7%	11	34.2%	61	34.6%	17	30.0%	3	31.1%	47	33.7%	24	41.3%	68	38.5%	38	40.5%	15
Running / cycling / outdoor activities	30.2%	303	32.3%	60	16.2%	10	33.0%	58	31.3%	15	26.7%	3	21.0%	32	27.4%	19	37.9%	63	30.5%	30	36.3%	13
(None mentioned)	8.2%	82	5.0%	9	14.3%	9	4.4%	8	10.5%	5	11.2%	1	8.8%	13	16.4%	12	11.0%	18	5.2%	5	6.2%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q47 Which centre / facility did you last visit for indoor sports or health and fitness activity?																						
<i>Those who participate in health and fitness or leisure centre activities at Q46 AND Excluding Internet & DK</i>																						
Zone 1																						
Club Fitness At The Wids, Widnes Rugby Union Club, Heath Road, Widnes	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Cross Street, Widnes	2.4%	8	11.1%	6	16.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Leisure Centre, Kingsway, Widnes	4.1%	14	24.5%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Optimum Fitness, Everite Road Industrial Estate, Westgate, Widnes	1.0%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Venturefields Earle Road, Widnes	1.4%	5	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stones Gym, Gladstone Street, Widnes	1.1%	4	2.0%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	2.1%	7	12.9%	7	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Great Sankey Leisure Centre, Barrowhall Lane, Warrington	12.6%	44	0.0%	0	31.5%	4	1.8%	1	0.0%	0	0.0%	0	31.1%	20	0.0%	0	30.8%	19	0.0%	0	0.0%	0
Penketh Pool & Community Centre, Honiton Way, Warrington	1.4%	5	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 3																						
Brookvale Recreation Centre, Barnfield Avenue, Runcorn	8.9%	31	0.0%	0	0.0%	0	39.3%	25	30.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Leisure Suite & Gym, The Heath, Business & Technical Park, Runcorn	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Runcorn, Wood Lane, Runcorn	0.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Thomas Jones Way, Runcorn	3.7%	13	2.6%	1	0.0%	0	17.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Runcorn Swimming Pool, Bridge Street, Runcorn	1.3%	5	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	1.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness Club, Holiday Inn, Wood Lane, Runcorn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Trugym, West Lane, Runcorn	2.1%	7	0.0%	0	0.0%	0	10.4%	7	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Best Western Forest Hills	0.8%	3	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Hotel, Overton Drive, Frodsham																						
Castle Park, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham Leisure Centre, Queensway, Frodsham	1.1%	4	0.0%	0	0.0%	0	0.0%	0	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby Community Centre, Lower Robin Hood Lane, Frodsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Park Hotel, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	12.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reflections, The Park Royal Hotel, Stretton Road, Warrington	2.3%	8	0.0%	0	1.9%	0	0.0%	0	0.0%	0	28.9%	1	0.0%	0	0.0%	0	1.5%	1	12.0%	6	4.8%	1
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
David Lloyd Leisure, Cromwell Avenue South, Warrington	3.3%	12	6.0%	3	11.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	4.7%	3	4.1%	2	0.0%	0
DW Sports Fitness, Bank Street, Warrington	3.6%	13	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	5.3%	1	5.6%	3	11.2%	5	2.4%	0
Exclusive Fitness for Women, Evans House, Norman Street, Warrington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Fit4less Warrington, The Bridge Shopping Centre, Latchford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Fitness Leadue, Rylands Recreation Club, Gorsey Lane Padgate	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hard Labour Gym, Grange Avenue, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Pure Gym, Fennel Street, Warrington Bank Quay, Warrington	3.7%	13	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	5.3%	3	1.7%	1	0.0%	0
Pyramid & Parr Hall, Cultural Quarter, Palmyra Square, South Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Village Urban Resort, Centre Park Square, Warrington	1.1%	4	0.0%	0	4.4%	1	0.0%	0	0.0%	0	13.5%	0	1.8%	1	0.0%	0	1.9%	1	1.3%	1	0.0%	0
Warrington Town Centre	2.5%	9	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.6%	0	8.8%	6	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Woolston Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolston Neighbourhood Hub, Hall Road, Woolston, Warrington	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	6	17.1%	2	0.0%	0	0.0%	0	4.8%	1

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Zone 7																						
Alive & Well Gym, Faraday Street, Birchwood Park, Warrington	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Birchwood Leisure & Tennis Complex, Benson Road, Warrington	5.7%	20	0.0%	0	3.3%	0	1.8%	1	0.0%	0	0.0%	0	3.7%	2	20.3%	2	0.0%	0	29.7%	14	0.0%	0
Culcheth High School Community Camp, Warrington Road, Warrington	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	3	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Fordton Leisure Centre, Chiltern Road, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Jubilee Neighbourhood Hub, Jubilee Way, Orford, Warrington	8.5%	30	0.0%	0	15.3%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	6	19.9%	2	21.4%	13	5.1%	2	33.8%	4
Orford War Memorial Recreation Club, Orford, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Calver Road, Fearhead, Warrington	1.5%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Westbrook Centre, Warrington	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Winwick Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Zone 9																						
Broomfields Leisure Centre, Broomfields Road, Warrington	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	1	1.4%	1	0.0%	0	0.0%	0	13.3%	6	1.9%	0
Stockton Heath Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Appleton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Grappenhall, Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Zone 10																						
Lymm Leisure Centre, Oughtrington Lane, Lymm	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	33.2%	4
Outside Study Area - Cheshire East																						
High Legh Park Golf Club, Warrington Road, High Legh, Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total Fitness, Handforth Bypass, Handforth, Wilmslow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Outside Study Area - Cheshire West and Chester																						
Dave's Gym, Millbank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
House, Station Road, Northwich																						
Northgate Arena Leisure Centre, Victoria Road, Chester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Outside Study Area - Knowsley																						
The Huyton Leisure Centre, Knowsley Leisure & Culture Park, Roby Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Outside Study Area - Salford																						
Irlam and Cadishead Leisure Centre, Liverpool Road, Irlam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Broadway Leisure Centre, Broadway, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Leisure Centre, Oakfield Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Ladyzone, Goose Green, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Total Fitness, Lloyd Street, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
WOW, Denmark Street, Altrincham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Ashton Leisure Centre, Old Road, Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness Club, Parsonage Retail Park, Parsonage Way, Leigh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Indoor Sports Centre, Leigh Sports Village, Sale Way, Leigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
The Gym, Golborne Enterprise Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Warrington Outside Study Area - Other																						
Outside Study Area - Other	2.7%	9	11.5%	6	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Weighted base:	350	55	14	63	21	3	64	12	62	46	12											
Sample:	289	29	31	27	30	29	28	16	35	36	28											

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q48 Which centre / facility did you last visit to go the cinema?																						
<i>Those who go to the cinema at Q46 AND Excluding Internet & DK</i>																						
Zone 1																						
Reel Cinema, Venture Fields Leisure Park, Widnes	15.9%	74	68.4%	72	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Cineworld Cinemas, Trident Park, Halton Lea, Runcorn	27.9%	131	16.1%	17	0.0%	0	93.4%	86	53.2%	14	35.2%	2	4.0%	3	0.0%	0	2.1%	1	15.7%	8	0.0%	0
Zone 8																						
Odeon Cinema, Westbrook Centre, Warrington	35.6%	167	1.3%	1	84.2%	14	1.6%	1	2.6%	1	27.9%	1	82.7%	58	25.1%	7	97.9%	55	47.5%	23	25.9%	5
Outside Study Area - Cheshire East																						
Studio Cinema, Knutsford Civic Centre, Toft Road, Knutsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Outside Study Area - Cheshire West and Chester																						
Vue Cinema, Cheshire Oaks Outlet Village, Ellesmere Port	3.0%	14	0.0%	0	0.0%	0	2.9%	3	35.7%	10	20.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	0.9%	4	3.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Picture House, Mason Street, Liverpool	1.4%	7	3.3%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Cineworld Cinemas, Parris Wood Entertainment Centre, Wilmslow Road, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Cornerhouse, Oxford Street, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon IMAX Cinema, Printworks, Withy Grove, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	0
Outside Study Area - St. Helens																						
Cineworld Cinemas, Chalon Way West, St. Helens	1.3%	6	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Apollo Cinemas, Denmark Street, Altrincham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	19.0%	4
Odeon Cinema, The Dome, Trafford Centre, Barton	7.9%	37	0.0%	0	0.0%	0	0.0%	0	3.6%	1	11.5%	1	7.2%	5	29.0%	8	0.0%	0	30.3%	15	36.5%	8

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Dock Road, Manchester Vue Cinema, Denmark Street, Altrincham	0.8%	4	0.0%	0	0.0%	0	1.2%	1	3.4%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Outside Study Area - Wigan																						
Cineworld Cinemas, The Loom, Spinning Jenny Way, Leigh	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	11	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Anjou Boulevard, Wigan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.8%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.5%	1
Weighted base:	469	105	16	92	27	5	70	28	56	48	21											
Sample:	410	48	34	46	44	43	34	39	32	39	51											

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q49 Which centre / facility did you last visit to go to a restaurant?											
<i>Those who go to restaurants at Q46 AND Excluding Internet & DK</i>											
Zone 1											
Bold Heath, Widnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	12.0%	89	52.2%	77	1.4%	1	7.9%	11	0.0%	0	0.0%
Zone 2											
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Great Sankey	0.5%	4	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%
Zone 3											
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn	5.5%	40	0.7%	1	0.0%	0	26.4%	38	5.3%	2	0.0%
Sutton Weaver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Trident Retail Park, Runcorn	0.6%	4	1.0%	1	0.0%	0	1.9%	3	0.0%	0	0.0%
Zone 4											
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Frodsham	2.5%	19	1.0%	1	0.0%	0	4.5%	6	32.8%	11	1.0%
Hatchmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Helsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Zone 5											
Daresbury Halton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Stretton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%
Zone 6											
Bruce Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dam Lane, Woolston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Latchford Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Orford Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Padgate Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parkway, Woolston	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Warrington	27.6%	205	5.9%	9	47.1%	20	22.9%	33	2.9%	1	4.9%
Woolston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7											
Birchwood	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Croft Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Culcheth Village	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glazebury Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Hollins Green Village	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Risley, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Zone 8											
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapelford	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%
Folly Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	0.4%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%
Longshaw Street, Bewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Westbrook	2.5%	19	0.0%	0	16.9%	7	0.0%	0	0.0%	0	1.9%
Winwick Village	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Zone 9											
Appleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barley Road, Thelwall	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Grappenhall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%
Knutsford Road, Grappenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Stockton Heath	11.5%	86	4.0%	6	6.0%	3	2.3%	3	0.0%	0	49.4%
Thelwall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Zone 10											
Lymm Village	2.8%	21	0.0%	0	0.0%	0	1.9%	3	0.0%	0	5.1%
Outside Study Area - Cheshire East											
Alderley Edge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
High Legh	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%
Knutsford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Outside Study Area - Cheshire East	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Pickmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Outside Study Area - Cheshire West and Chester											
Antrobus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester	2.2%	17	0.0%	0	0.8%	0	1.9%	3	33.5%	11	0.0%
Comberbach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port	1.6%	12	0.0%	0	0.0%	0	4.0%	6	11.0%	4	5.9%
Northwich	0.3%	2	1.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%
Outside Study Area - Cheshire West and Chester	0.9%	6	0.0%	0	0.0%	0	2.9%	4	3.9%	1	0.0%
Weaverham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowsley											
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Liverpool City Centre	9.4%	70	25.4%	38	5.8%	2	15.0%	21	1.5%	1	0.0%
Outside Study Area - Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester City Centre	3.7%	28	0.7%	1	7.6%	3	4.6%	7	0.0%	0	1.6%
Outside Study Area - Salford											
Outside Study Area - Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens											
St Helens	0.6%	5	1.7%	2	0.6%	0	0.8%	1	0.0%	0	0.0%
Outside Study Area - Trafford											

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside Study Area - Urmston												
Outside Study Area - Urmston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Outside Study Area - Wigan												
Leigh, Greater Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Outside Study Area - Other												
Abroad	0.3%	2	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0
Central London	2.9%	22	1.0%	1	0.0%	0	1.2%	0	17.6%	20	0.0%	0
Glasgow	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Southport	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	1.8%	13	3.3%	5	1.2%	1	0.0%	0	4.1%	5	0.0%	0
Weighted base:	742	148	43	142	33	7	117	45	111	73	24	
Sample:	673	74	64	71	62	70	69	65	63	72	63	

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q50 Which centre / facility did you last visit to go to bars, pubs and nightclubs?											
<i>Those who go to pubs / bars, nightclubs or a social club at Q46 AND Excluding Internet & DK</i>											
Zone 1											
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	13.7%	82	57.9%	78	3.0%	1	1.0%	1	0.0%	0	0.0%
Zone 2											
Cuerdley Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Honiton Square, Penketh	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Knutsford Road, Latchford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Station Road, Great Sankey	2.3%	13	0.0%	0	32.8%	12	0.0%	0	0.0%	0	0.0%
Warrington Road (East), Penketh	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Warrington Road (West), Penketh	0.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%
Zone 3											
Preston Brook, Halton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn	6.1%	36	5.1%	7	0.0%	0	35.6%	29	1.0%	0	0.0%
Zone 4											
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frodsham	4.8%	28	2.6%	3	0.0%	0	7.4%	6	63.0%	19	2.5%
Helsby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%
Zone 5											
Daresbury Halton	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Higher Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%
Lower Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Stretton	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	13.6%
Zone 6											
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dam Lane, Woolston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Latchford Village	1.5%	9	0.0%	0	15.0%	6	0.0%	0	0.0%	0	3.3%
Lovely Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Orford Lane	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Padgate Lane	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Warrington	24.0%	142	5.5%	7	25.0%	9	10.7%	9	2.7%	1	1.5%
Woolston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Zone 7											
Birchwood	2.6%	15	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%
Croft Village	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%
Culcheth Village	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%
Glazebrook Village	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
Hollins Green Village	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Risley, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Zone 8											
Burtonwood Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Callands Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Chapel Ford	0.7%	4	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Long Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longshaw Street, Bewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westbrook	1.6%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Winwick Village	0.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Zone 9											
Appleton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudlows Green Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grappenhall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knutsford Road, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moore	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockton Heath	7.1%	42	0.0%	0	2.1%	1	14.1%	11	1.3%	0	23.8%
Thelwall	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10											
Lymm Village	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area - Cheshire East											
Alderley Edge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%
High Legh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area - Cheshire East	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Pickmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Outside Study Area - Cheshire West and Chester											
Antrobus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%
Chester	1.2%	7	3.4%	5	0.0%	0	1.0%	1	5.4%	2	0.0%
Comberbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Ellesmere Port	0.8%	5	0.0%	0	0.0%	0	3.4%	3	6.1%	2	0.0%
Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Outside Study Area - Cheshire West and Chester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	7.0%
Weaverham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Outside Study Area - Knowsley											
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Liverpool City Centre	9.1%	54	22.2%	30	0.9%	0	22.6%	18	0.0%	0	0.0%
Outside Study Area - Liverpool	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester City Centre	3.3%	20	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.5%
Outside Study Area - Salford											
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - St Helens											
St Helens	0.4%	3	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Hale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trafford Centre, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Urmston											
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan											
Leigh, Greater Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Outside Study Area - Other											
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Central London	4.0%	24	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%
Glasgow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	1.5%	9	1.4%	2	0.9%	0	0.0%	0	2.8%	1	3.9%
Weighted base:	594	135	38	81	30	5	97	28	104	63	14
Sample:	542	70	62	51	51	43	58	40	56	60	51

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q51 Which centre / facility did you last visit to go ten-pin bowling?																						
<i>Those who go ten-pin bowling at Q46 AND Excluding Internet & DK</i>																						
Zone 1																						
Widnes Superbowl, The Hive, Earle Road, Widnes	41.8%	93	88.6%	47	16.7%	1	66.4%	45	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
LA Bowl, Chetham Court, Warrington	47.6%	107	11.4%	6	83.3%	7	13.0%	9	0.0%	0	58.6%	1	100.0%	42	82.9%	6	100.0%	23	100.0%	11	44.8%	2
Outside Study Area - Cheshire West and Chester																						
Outside Study Area - Cheshire West and Chester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Coliseum Leisure Park, Coliseum Way, Ellesmere Port	6.5%	14	0.0%	0	0.0%	0	13.0%	9	88.4%	5	35.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Tenpin, Parris Wood Entertainment Centre, Wilmslow Road, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Namco Funscape, The Orient, The Trafford Centre, Manchester	3.7%	8	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	48.0%	2
Outside Study Area - Wigan																						
AMF Bowling, Wallgate, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Weighted base:	224		53		9		67		6		1		42		8		23		11		4	
Sample:	130		23		15		26		10		6		12		9		12		9		8	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q52 Which centre / facility do you normally visit for bingo?																						
<i>Those who go to bingo at Q46 AND Excluding Internet & DK</i>																						
Zone 1																						
Gala, Windmill Centre, Lugsdale Road, Widnes	13.6%	6	62.2%	6	43.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3																						
Club 2000 Bingo, Trident Retail Park, Halton Lea, Runcorn	16.2%	7	37.8%	3	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 6																						
Gala, Cockhedge Centre, Prince Henry Square, Warrington	57.7%	25	0.0%	0	56.7%	0	0.0%	0	0.0%	0	0.0%	0	83.4%	4	71.1%	2	42.9%	3	100.0%	13	100.0%	4
Nora Street Community House, Nora Street, Warrington	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Benedicts Social Centre, Rhodes Street, Warrington	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	1	0.0%	0	0.0%	0
Warrington Town Centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0	0.0%	0
Zone 7																						
Gorse Covert Primary School, Gorse Covert Road, Birchwood, Warrington	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Tetley Walker Recreation Club, Long Lane, Warrington	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	2	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Mecca, Marina Drive, Ellesmere Port	0.7%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Club 3000, Poplar Bank, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Pavilion Bingo Club, Lodge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Hippodrome Social Club, Corporation Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
BJ's Luxury Bingo, Ellesmere Street, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other												
Outside Study Area - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	44	9	1	4	0	0	5	2	6	13	4	
Sample:	28	6	2	4	1	0	5	2	5	1	2	

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q53 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?											
<i>Those who visit theatre / concert hall / museum / art galleries at Q46 AND Excluding Internet & DK</i>											
Zone 1											
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2											
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knutsford Road, Latchford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Zone 3											
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn	5.0%	27	7.8%	10	0.0%	0	13.8%	13	2.6%	1	6.0%
Zone 4											
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5											
Daresbury Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6											
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warrington	10.0%	54	1.1%	1	14.0%	4	0.0%	0	0.0%	0	6.5%
Zone 7											
Birchwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8											
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poplars Avenue / Capesthorpe Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%
Zone 9											
Appleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thelwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Zone 10											
Lymm Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Outside Study Area - Cheshire East											
Alderley Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knutsford	0.8%	4	0.0%	0	0.0%	0	1.2%	1	6.0%	2	2.6%
Outside Study Area - Cheshire West and Chester											
Antrobus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.7%
Outside Study Area - Knowsley											
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Liverpool City Centre	40.3%	218	71.5%	89	25.2%	7	67.6%	62	29.3%	9	12.8%
Outside Study Area - Manchester											
Manchester City Centre	27.8%	151	5.4%	7	49.5%	14	11.1%	10	37.3%	12	56.2%

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Outside Study Area - Salford											
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salford	0.6%	3	0.0%	0	2.5%	1	0.0%	0	2.6%	1	1.5%
Salford Quays	0.8%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.5%
Outside Study Area - St Helens											
St Helens	1.4%	8	5.0%	6	0.0%	0	0.0%	0	0.0%	0	2.1%
Outside Study Area - Trafford											
Altrincham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Outside Study Area - Urmston											
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan											
Leigh, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Abroad	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%
Central London	8.0%	43	6.5%	8	4.2%	1	2.4%	2	8.7%	3	4.1%
Glasgow	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Mold, Flintshire, Wales	0.4%	2	0.0%	0	0.9%	0	0.0%	0	3.1%	1	0.0%
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport	0.3%	2	0.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	2.3%	12	0.9%	1	0.9%	0	3.9%	4	3.2%	1	3.5%
Weighted base:	542	125	28	92	32	5	72	31	84	50	24
Sample:	526	63	53	63	56	45	49	43	44	60	50

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q54 Which centre / facility do you normally visit for running / cycling / outdoor activities?											
<i>Those who do running / cycling / outdoor activities at Q46 AND Excluding Internet & DK</i>											
Zone 1											
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnworth, Cheshire	2.5%	7	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	18.9%	50	68.8%	32	2.9%	0	32.6%	18	0.0%	0	0.0%
Zone 2											
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road, Great Sankey	4.3%	11	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%
Warrington Road (East), Penketh	0.1%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%
Zone 3											
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runcorn	12.1%	32	3.1%	1	0.0%	0	55.1%	31	0.0%	0	3.2%
Zone 4											
Delamere	2.0%	5	3.1%	1	0.0%	0	4.0%	2	3.4%	1	19.8%
Frodsham	5.8%	15	0.0%	0	0.0%	0	4.9%	3	84.7%	13	0.0%
Helsby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%
Zone 5											
Daresbury Halton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Higher Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%
Stretton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%
Zone 6											
Bruce Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dam Lane, Woolston	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Latchford Village	12.0%	32	3.1%	1	3.8%	0	0.0%	0	0.0%	0	3.2%
Marsh House Lane, Fairfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%
Padgate Lane	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Parkway, Woolston	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Warrington	14.2%	38	0.0%	0	64.7%	6	0.0%	0	2.0%	1	45.7%
Woolston	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%
Zone 7											
Birchwood	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%
Croft Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Culcheth Village	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%
Glazebrook Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%
Hollins Green Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%
Zone 8											
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Callands Local Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fearnhead Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Old Hall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Westbrook	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%
Winwick Village	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Zone 9											
Appleton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Bridge Lane, Appleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grappenhall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Stockton Heath	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%
Theilwall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10											
Lymm Village	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Outside Study Area - Cheshire East											
Alderley Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pickmere	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%
Outside Study Area - Cheshire West and Chester											
Antrobus	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%
Chester	0.4%	1	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%
Comberbach	0.1%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%
Northwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Knowsley											
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Liverpool											
Liverpool City Centre	0.5%	1	0.0%	0	3.8%	0	2.0%	1	0.0%	0	0.0%
Outside Study Area - Liverpool	1.0%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Manchester											
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Salford											
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - St Helens											
St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Trafford											
Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hale	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Urmston											
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Wigan											
Leigh, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other											
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Mold, Flintshire, Wales	0.1%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Other	1.0%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	8.5%

Warrington Household Survey For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Weighted base:	266	46	9	56	15	2	27	16	60	22	12											
Sample:	209	22	19	23	19	16	19	21	23	20	27											
Q55 How do you normally travel when visiting leisure locations?																						
<i>Those who visit for leisure activities at Q46</i>																						
Car / van (as driver)	51.1%	470	51.0%	90	59.5%	31	45.8%	77	67.8%	29	64.2%	5	55.7%	77	59.9%	35	39.8%	59	47.2%	44	65.0%	23
Car / van (as passenger)	15.9%	146	20.1%	35	13.7%	7	20.2%	34	13.0%	6	14.5%	1	14.1%	19	12.9%	8	15.0%	22	11.3%	10	9.3%	3
Bus, minibus or coach	7.2%	66	5.1%	9	12.8%	7	15.0%	25	5.6%	2	3.8%	0	4.4%	6	1.7%	1	6.2%	9	2.3%	2	11.6%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walk	8.3%	76	6.9%	12	4.3%	2	4.7%	8	6.8%	3	5.3%	0	9.8%	14	16.3%	10	8.8%	13	12.9%	12	6.4%	2
Taxi	4.8%	44	2.7%	5	0.5%	0	5.6%	9	0.7%	0	0.0%	0	5.9%	8	0.0%	0	13.2%	20	1.7%	2	0.0%	0
Train	7.3%	67	9.1%	16	6.4%	3	3.3%	6	3.4%	1	4.9%	0	7.0%	10	6.0%	4	6.8%	10	18.1%	17	1.1%	0
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bicycle	1.8%	17	0.8%	1	0.7%	0	0.7%	1	0.0%	0	3.9%	0	1.1%	1	0.8%	0	5.2%	8	3.1%	3	2.6%	1
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	921	176	52	169	43	9	138	59	147	93	35											
Sample:	896	95	90	94	87	87	87	86	87	94	89											

Warrington Household Survey

For WYG

Weighted:

December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q56 Which leisure facilities would you like to see more of in the Warrington area? [MR]																						
Bars / pubs	0.7%	7	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	0.6%	6	0.0%	0	0.0%	0	2.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	0
Bowling alley	0.5%	5	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	1.8%	3	0.0%	0	1.4%	1
Cinema	6.9%	70	1.9%	3	4.6%	3	0.0%	0	0.6%	0	7.9%	1	24.0%	36	3.1%	2	7.6%	13	9.0%	9	6.1%	2
Concert hall / venue	1.1%	11	0.0%	0	0.6%	0	2.2%	4	0.0%	0	0.0%	0	0.6%	1	1.9%	1	1.4%	2	1.8%	2	2.7%	1
Cycle paths	1.0%	10	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	0	0.6%	1	3.3%	2	0.7%	1	3.6%	3	2.1%	1
Dance facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	0
Extreme sports	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (Gym)	0.5%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.4%	2	0.0%	0	1.8%	2	2.3%	1
Ice rink	0.9%	9	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Karting	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	1.2%	12	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	2.8%	5	2.0%	2	3.4%	1
More children facilities / activities	1.9%	19	1.2%	2	1.0%	1	0.5%	1	4.4%	2	0.7%	0	0.7%	1	3.3%	2	3.6%	6	2.4%	2	2.8%	1
More sports facilities (football pitches, tennis courts)	1.0%	10	0.6%	1	1.5%	1	2.0%	4	0.8%	0	0.0%	0	0.0%	0	3.2%	2	0.7%	1	0.8%	1	0.0%	0
Museum / art galleries	0.5%	5	0.0%	0	1.6%	1	1.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1
Outdoor play areas / park facilities	0.9%	9	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	0	1.5%	2	1.4%	1	0.6%	0
Paintballing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.8%	18	1.8%	3	6.1%	4	1.2%	2	1.2%	1	0.0%	0	3.3%	5	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Skate park	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Swimming pool	5.8%	58	0.0%	0	1.6%	1	1.9%	3	16.7%	8	2.6%	0	6.1%	9	8.8%	6	12.3%	20	7.2%	7	6.7%	2
Theatre	5.6%	56	2.7%	5	4.0%	2	1.4%	3	1.2%	1	4.8%	0	15.7%	24	3.7%	3	3.2%	5	13.4%	13	0.8%	0
Things for old people to do	0.4%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	1.3%	2	0.0%	0	0.0%	0
Still water ponds for fishing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(None)	68.5%	687	77.0%	143	54.3%	33	78.2%	138	74.1%	36	78.5%	8	63.7%	97	57.5%	40	63.6%	105	62.7%	61	70.3%	26
(Don't know)	7.1%	71	14.9%	28	22.7%	14	4.5%	8	1.7%	1	4.6%	0	1.5%	2	14.6%	10	1.5%	3	3.1%	3	5.5%	2
Weighted base:	1004		185		61		177		48		10		152		70		166		98		37	
Sample:	1004		101		100		101		100		100		100		100		101		101		100	

GEN Gender of respondent.

Male	36.2%	363	39.1%	73	34.3%	21	47.6%	84	27.0%	13	27.7%	3	29.0%	44	29.2%	21	38.7%	64	33.1%	32	23.4%	9
Female	63.8%	640	60.9%	113	65.7%	40	52.4%	93	73.0%	35	72.3%	7	71.0%	108	70.8%	50	61.3%	102	66.9%	65	76.6%	28
Weighted base:	1004		185		61		177		48		10		152		70		166		98		37	
Sample:	1004		101		100		101		100		100		100		100		101		101		100	

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
AGE Could I ask, how old are you?																						
18 – 24 years	5.2%	52	7.1%	13	5.2%	3	2.9%	5	3.8%	2	8.7%	1	0.0%	0	0.0%	0	13.3%	22	3.7%	4	5.4%	2
25 – 34 years	12.6%	127	0.0%	0	37.0%	23	20.5%	36	13.4%	6	0.0%	0	12.3%	19	0.0%	0	11.8%	20	12.9%	13	28.6%	11
35 – 44 years	21.9%	220	31.9%	59	13.8%	8	27.6%	49	14.0%	7	4.6%	0	29.4%	45	18.1%	13	15.8%	26	7.7%	8	14.2%	5
45 – 54 years	20.5%	206	26.6%	49	14.6%	9	24.9%	44	15.4%	7	17.6%	2	17.9%	27	19.3%	14	19.3%	32	17.3%	17	12.7%	5
55 – 64 years	16.9%	169	13.9%	26	10.2%	6	12.2%	22	17.0%	8	24.2%	2	15.5%	24	25.2%	18	14.9%	25	31.7%	31	21.9%	8
65 – 74 years	13.1%	131	10.5%	19	12.0%	7	9.0%	16	13.1%	6	20.6%	2	14.8%	22	19.7%	14	15.3%	25	16.2%	16	7.5%	3
75 – 84 years	6.0%	60	5.8%	11	6.4%	4	2.4%	4	14.9%	7	12.1%	1	8.0%	12	9.8%	7	5.5%	9	3.6%	4	4.0%	1
85 + years	1.7%	17	1.2%	2	0.0%	0	0.5%	1	5.0%	2	2.1%	0	1.1%	2	2.8%	2	2.2%	4	3.6%	4	0.9%	0
(Refused)	2.2%	22	3.1%	6	0.8%	0	0.0%	0	3.4%	2	10.2%	1	1.0%	2	5.1%	4	2.0%	3	3.3%	3	4.8%	2
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											
ADU How many adults, including yourself, live in your household (16 years and above)?																						
One	20.5%	206	24.6%	46	8.1%	5	12.3%	22	37.4%	18	9.9%	1	20.1%	30	20.8%	15	30.8%	51	14.7%	14	11.0%	4
Two	55.1%	553	44.2%	82	60.8%	37	71.8%	127	47.7%	23	60.4%	6	61.9%	94	52.1%	37	44.0%	73	53.5%	52	60.0%	22
Three	14.8%	148	16.6%	31	21.5%	13	10.2%	18	9.6%	5	15.5%	1	8.6%	13	17.3%	12	17.7%	29	22.0%	21	11.1%	4
Four or more	7.7%	77	12.5%	23	8.3%	5	5.6%	10	2.4%	1	6.5%	1	7.8%	12	3.7%	3	5.5%	9	7.7%	8	15.5%	6
(Refused)	2.0%	20	2.1%	4	1.3%	1	0.0%	0	2.9%	1	7.7%	1	1.6%	2	6.0%	4	2.0%	3	2.2%	2	2.4%	1
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											
CHI How many children aged under 16 years old are there living in your household?																						
None	65.7%	659	60.5%	112	74.2%	45	49.7%	88	67.0%	32	74.5%	7	68.5%	104	72.1%	51	70.8%	117	82.6%	81	59.1%	22
One	15.0%	150	15.4%	29	11.7%	7	21.3%	38	12.2%	6	8.6%	1	11.4%	17	14.1%	10	17.2%	28	5.1%	5	25.5%	9
Two	13.3%	134	14.5%	27	12.2%	7	25.3%	45	17.9%	9	9.2%	1	13.0%	20	3.2%	2	10.0%	17	3.7%	4	8.2%	3
Three	3.7%	37	7.5%	14	0.6%	0	3.7%	7	0.0%	0	0.0%	0	3.7%	6	4.5%	3	0.0%	0	6.4%	6	3.4%	1
Four or more	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Refused)	2.0%	20	2.1%	4	1.3%	1	0.0%	0	2.9%	1	7.7%	1	1.6%	2	6.0%	4	2.0%	3	2.2%	2	2.4%	1
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											
DIS1 Do you consider yourself to have a disability, or a long-illness, physical or mental health condition?																						
Yes	15.5%	155	18.4%	34	7.5%	5	13.8%	24	13.5%	6	6.4%	1	11.4%	17	16.5%	12	18.4%	31	22.9%	22	8.5%	3
No	81.8%	821	78.5%	146	89.5%	55	85.6%	152	82.7%	40	84.4%	8	87.0%	132	75.6%	53	78.9%	131	75.0%	73	87.0%	32
(Refused)	2.7%	28	3.1%	6	2.9%	2	0.6%	1	3.9%	2	9.2%	1	1.6%	2	7.9%	6	2.7%	4	2.2%	2	4.6%	2
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37											
Sample:	1004	101	100	101	100	100	100	100	101	101	100											

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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DIS2 What is the nature of your disability, long-term limiting condition or health problem? [MR/PR]

Those who have a disability, or a long-illness, physical or mental health condition at DIS1

Physical disability	82.0%	127	68.1%	23	86.9%	4	80.6%	20	80.1%	5	88.9%	1	66.4%	11	88.5%	10	97.0%	30	92.1%	21	82.7%	3
Learning disability	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	0
Mental ill health	7.9%	12	23.4%	8	13.1%	1	0.0%	0	6.0%	0	11.1%	0	13.5%	2	5.6%	1	0.0%	0	0.0%	0	6.8%	0
Visual disability	5.3%	8	8.5%	3	0.0%	0	5.9%	1	13.9%	1	11.1%	0	0.0%	0	14.1%	2	0.0%	0	5.2%	1	5.2%	0
Hearing disability	6.9%	11	5.4%	2	0.0%	0	0.0%	0	13.9%	1	11.1%	0	22.0%	4	5.6%	1	5.1%	2	7.9%	2	5.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	6	0.0%	0	5.7%	0	13.5%	3	0.0%	0	0.0%	0	6.5%	1	7.3%	1	3.0%	1	0.0%	0	0.0%	0
Weighted base:		155		34		5		24		6		1		17		12		31		22		3
Sample:		180		20		17		19		20		9		18		19		28		15		15

CAR1 Is there anyone who relies on you for care and attention AND that you assist with their daily routine?

Yes	29.4%	295	29.5%	55	27.0%	16	34.1%	60	36.2%	17	12.9%	1	39.8%	60	30.5%	21	20.0%	33	15.6%	15	40.1%	15
No	68.1%	683	68.4%	127	70.8%	43	65.3%	116	61.0%	29	77.8%	7	58.6%	89	61.6%	43	76.9%	127	82.2%	80	55.3%	20
(Refused)	2.5%	25	2.1%	4	2.2%	1	0.6%	1	2.8%	1	9.2%	1	1.6%	2	7.9%	6	3.1%	5	2.2%	2	4.6%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

CAR2 Are these.... [MR/PR]

Those who provide care and attention and assist others with their daily routines at CAR1

Children	67.5%	199	70.3%	38	41.5%	7	79.8%	48	76.6%	13	28.7%	0	75.3%	45	52.2%	11	48.5%	16	40.5%	6	89.6%	13
Adults	34.9%	103	32.3%	18	58.5%	10	24.7%	15	25.7%	4	71.3%	1	26.6%	16	47.8%	10	51.5%	17	66.0%	10	13.7%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		295		55		16		60		17		1		60		21		33		15		15
Sample:		224		22		24		25		22		16		26		27		20		15		27

REL Can I please ask what you consider to be your religion or belief? [PR]

No religion or belief	33.1%	332	22.4%	41	32.8%	20	39.8%	71	44.8%	22	25.6%	2	33.3%	51	29.6%	21	37.0%	61	29.2%	28	41.0%	15
Christian	61.8%	620	71.2%	132	62.4%	38	58.9%	104	45.5%	22	62.3%	6	63.4%	96	61.5%	43	59.2%	98	62.1%	61	52.6%	19
Buddhist	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muslim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sikh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.0%	50	6.4%	12	4.8%	3	1.2%	2	8.6%	4	12.1%	1	3.3%	5	7.7%	5	3.8%	6	8.7%	9	6.4%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
ORI How would you describe your sexual orientation? [PR]																						
Heterosexual	91.8%	921	87.7%	163	93.1%	57	96.0%	170	82.9%	40	83.0%	8	95.7%	145	85.5%	60	93.8%	155	89.8%	88	95.8%	35
Bisexual	0.4%	4	0.0%	0	0.6%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lesbian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gay man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.8%	79	12.3%	23	6.3%	4	2.5%	4	17.1%	8	17.0%	2	4.3%	6	13.6%	10	6.2%	10	10.2%	10	4.2%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

IDE And is your gender identity the same as you were assigned at birth?

Yes	95.0%	953	96.9%	180	96.2%	59	98.8%	175	92.6%	45	86.7%	8	93.6%	142	86.9%	61	94.4%	156	94.2%	92	95.1%	35
No	1.3%	13	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	0	4.2%	6	4.5%	3	1.3%	2	0.0%	0	2.0%	1
(Refused)	3.8%	38	3.1%	6	3.2%	2	1.2%	2	7.4%	4	10.7%	1	2.2%	3	8.6%	6	4.3%	7	5.8%	6	3.0%	1
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? [PR]																						
White (English / Welsh / Scottish / Northern Irish / British)	95.8%	961	95.9%	178	97.5%	59	97.8%	173	94.0%	45	90.8%	9	97.3%	148	90.7%	64	95.7%	159	93.4%	91	95.8%	35
White (Irish)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0
White (Gypsy)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White (Irish Traveller)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed / multiple ethnic groups (White and Black Caribbean)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed / multiple ethnic groups (White and Black African)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Black / African / Caribbean (Caribbean)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black / African / Caribbean (African)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Indian)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Pakistani)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Bangladeshi)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Chinese)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group (Arab)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

ZON Zone:

Zone 1	18.5%	185	100.0%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.1%	61	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.6%	177	0.0%	0	0.0%	0	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.8%	48	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	15.1%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0
Zone 8	16.5%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	166	0.0%	0	0.0%	0
Zone 9	9.7%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0
Zone 10	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
PC Postcode sector:											
L24 1	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
L24 4	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
L24 5	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
WA1 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA1 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA1 3	3.1%	31	0.0%	0	0.0%	0	0.0%	0	20.4%	31	0.0%
WA1 4	1.9%	19	0.0%	0	0.0%	0	0.0%	0	12.3%	19	0.0%
WA13 0	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA13 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA2 0	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA2 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	11.0%	17	0.0%
WA2 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA2 9	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA3 4	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA3 5	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA3 6	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA3 7	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA4 1	3.0%	30	0.0%	0	0.0%	0	0.0%	0	20.0%	30	0.0%
WA4 2	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA4 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA4 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%
WA4 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA4 6	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA5 0	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA5 1	4.8%	48	0.0%	0	0.0%	0	0.0%	0	31.9%	48	0.0%
WA5 2	2.4%	24	0.0%	0	40.0%	24	0.0%	0	0.0%	0	0.0%
WA5 3	3.6%	37	0.0%	0	60.0%	37	0.0%	0	0.0%	0	0.0%
WA5 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA5 7	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA5 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA5 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WA6 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	17.2%	8	0.0%
WA6 6	1.6%	16	0.0%	0	0.0%	0	0.0%	0	33.4%	16	0.0%
WA6 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	33.1%	16	0.0%
WA6 9	0.8%	8	0.0%	0	0.0%	0	0.0%	0	16.3%	8	0.0%
WA7 1	1.2%	12	0.0%	0	0.0%	0	6.7%	12	0.0%	0	0.0%
WA7 2	3.3%	33	0.0%	0	0.0%	0	18.6%	33	0.0%	0	0.0%
WA7 3	0.6%	6	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%
WA7 4	3.5%	36	0.0%	0	0.0%	0	20.1%	36	0.0%	0	0.0%
WA7 5	3.3%	33	0.0%	0	0.0%	0	18.7%	33	0.0%	0	0.0%
WA7 6	5.7%	57	0.0%	0	0.0%	0	32.4%	57	0.0%	0	0.0%
WA8 0	0.8%	8	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
WA8 3	2.0%	20	10.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
WA8 4	1.6%	16	8.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
WA8 5	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%

Warrington Household Survey For WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
WA8 6	1.9% 19	10.3% 19	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WA8 7	2.9% 29	15.8% 29	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WA8 8	5.0% 50	27.1% 50	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WA8 9	3.0% 30	16.3% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1004	185	61	177	48	10	152	70	166	98	37
Sample:	1004	101	100	101	100	100	100	100	101	101	100