

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q01 Where did you last go to undertake your main food and grocery shopping?							
Zone 1							
Aldi, Peasley Cross (St Helens Retail Park), St Helens	0.5%	5	1.4%	3	0.5%	1	0.0%
Asda, Kirkland Street, St Helens	10.9%	103	18.2%	40	12.2%	24	2.3%
Co-op Food, Higher Parr Street, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Cambridge Road, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Parr Stocks Road, Parr Stocks	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Sutton Park Drive, Sherdley Park	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Ashton Green Drive, St Helens	0.1%	1	0.0%	0	0.0%	0	1.1%
Co-op Food, Millbrook Lane, Eccleston	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Elephant Lane, Thatto Heath	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Peckers Hill Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Boundary Road, St Helens	0.2%	2	0.0%	0	0.0%	0	1.1%
Iceland, Ormskirk Street, St Helens	0.5%	5	1.4%	3	0.0%	0	0.0%
Iceland, St Helens Retail Park, St Helens	0.7%	7	1.9%	4	0.5%	1	1.1%
Lidl, Lowe Street, St Helens	0.4%	4	0.5%	1	0.0%	0	0.0%
Market, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Church Street, St Helens	0.7%	7	0.9%	2	1.1%	2	1.1%
WM Morrisons, Boundary Road, St Helens	10.9%	104	23.4%	51	4.2%	8	2.3%
WM Morrisons, Baxters Lane, St Helens	10.0%	95	24.8%	54	10.6%	21	8.0%
Spar, St Helens Linkway, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Prescott Road, St Anns	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Chalton Way West, St Helens	4.1%	39	7.9%	17	2.1%	4	2.3%
Tesco Metro, Four Acre Lane Local Centre, St Helens	1.5%	14	5.1%	11	1.1%	2	0.0%
Local Shops, St Helens Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Aldi, Branch Way, Haydock	0.3%	3	0.5%	1	1.1%	2	0.0%
Aldi, Princess Road, Ashton-in-Makerfield	0.2%	2	0.0%	0	1.1%	2	0.0%
Asda, Edge Green Lane, Warrington	5.1%	48	0.0%	0	19.0%	37	8.0%
Co-op Food, Blackbrook Road, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Food, Chain Lane, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Branch Way, Haydock	0.1%	1	0.0%	0	0.5%	1	0.0%
Lidl, High Street, Golborne	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Haresfinch View, Haresfinch	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Island Brow, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, West End Road, Haydock	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Church Road, Haydock	4.3%	41	1.4%	3	15.9%	31	11.5%
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Lane, Lowton, Zone 2	0.1%	1	0.0%	0	0.5%	1	0.0%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Zone 3							
Market, Earlestown	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, Haydock Street, Earlestown	0.6%	6	0.0%	0	0.5%	1	8.0%
Tesco, Earle Street, Earlestown	2.4%	23	0.0%	0	1.6%	3	29.9%
Local Shops, Earlestown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 3	0.1%	1	0.0%	0	0.0%	0	2.3%
Zone 4							
Asda, Westbrook Shopping Centre, Warrington	7.6%	72	0.5%	1	0.0%	0	6.9%
Marks & Spencer, Gemini Retail Park, Warrington	1.1%	10	1.4%	3	0.0%	0	0.0%
Other, Zone 4	0.1%	1	0.0%	0	0.0%	0	0.5%
Tesco Extra, Winwick Road, Warrington, Zone 4	3.8%	36	0.0%	0	2.1%	4	3.4%
Zone 5							
Farmfoods, Prescot Shopping Centre, Prescot	0.1%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Cronton Road, Tarbock	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Cables Retail Park, Prescot	7.4%	70	3.7%	8	0.0%	0	0.0%
Other, Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%
Co-op Food, Warrington Road, Rainhill, Zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%
Co-op Food, Windy Arbor Road, Whiston, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Tesco Express, Greenfield Road, St Helens	0.3%	3	1.4%	3	0.0%	0	0.0%
Tesco Express, East Lancashire Road, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Rainford, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Sainsbury's, Cricketers Way, Westhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%
Halton Borough Council							
Aldi, Green Oaks Way, Widnes	0.1%	1	0.5%	1	0.0%	0	0.0%
Aldi, Trident Retail Park, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Widnes Road, Widnes	1.4%	13	0.9%	2	0.0%	0	1.1%
Asda, West Lane, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Albert Square Shopping Centre, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Widnes Shopping Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%
WM Morrisons, Green Oaks Way, Widnes	2.1%	20	0.0%	0	0.0%	0	0.0%
Other, Halton Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowsley Council							
Asda, Huyton Lane, Liverpool	0.9%	8	0.0%	0	0.0%	0	0.0%
Farmfoods, Liverpool Road, Page Moss	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Cherryfield Drive, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Derby Road, Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Chad's Parade, Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%
Lidl, Liverpool Road, Huyton	0.1%	1	0.0%	0	0.0%	0	0.0%
Netto, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Knowsley Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Council							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Aldi, East Prescott Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, Broadgreen Road, Old Swan	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 Centre, Liverpool	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Smithdown Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Farmfoods, Belle Vale Shopping Centre, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Green Lane, Stoneycroft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Church Road, Wavertree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Besford Road, Liverpool	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, East Prescott Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, James Road, Woolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool City Council	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sefton Council														
Marks & Spencer, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Sefton Council	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Warrington Borough Council														
Aldi, Liverpool Street, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	8	0.0%	0	0.0%	0
Aldi, Walton Road, Stockton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Centre, Warrington	1.6%	16	0.0%	0	0.0%	0	0.0%	0	6.7%	15	0.7%	1	0.0%	0
Lidl, Fennel Street, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Golden Square, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	3.3%	31	0.5%	1	0.5%	1	1.1%	1	12.4%	27	0.7%	1	0.0%	0
Sainsbury's, Common Lane, Culcheth	0.2%	2	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Warrington Road, Warrington	1.2%	11	0.5%	1	0.0%	0	1.1%	1	4.3%	9	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington Borough Council	2.6%	25	0.5%	1	0.0%	0	1.1%	1	10.5%	23	0.0%	0	0.0%	0
Other, Warrington Borough Council	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	8	0.0%	0	0.0%	0
West Lancashire Borough Council														
Asda, Ingram Road, Skelmersdale	0.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Other, West Lancashire Borough Council	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Wigan Council														
Aldi, Scot Lane, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chatsworth Street, Pemberton	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Standishgate, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Worthington Way, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Templeton Road, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Ladies Lane, Hindley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Wigan	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Square, Wigan							
Sainsbury's, Worthington Way, Wigan	1.0%	9	0.0%	0	3.2%	6	3.4%
Sainsbury's, Parsonage Retail Park, Leigh	0.3%	3	0.0%	0	1.1%	2	0.0%
Tesco, Cross Street, Hindley	0.1%	1	0.0%	0	0.5%	1	0.0%
Tesco Express, Ormskirk Road, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Poolstock Lane, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Atherton Road, Hindley	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Central Park Way, Wigan	0.4%	4	0.0%	0	2.1%	4	0.0%
Asda, Atherleigh Avenue, Leigh, Wigan Council	1.2%	11	0.0%	0	5.3%	10	0.0%
Asda, Robin Retail Park, Wigan, Wigan Council	1.6%	15	0.0%	0	5.8%	11	1.1%
Other, Wigan Council	0.5%	5	0.0%	0	2.1%	4	0.0%
Other, Out of Catchment	1.8%	17	1.9%	4	1.6%	3	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do main food shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	947	220	196	60	217	155	99
Sample:	944	214	189	87	209	150	95

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?														
<i>Those who do main food shopping at Q01</i>														
Accessibility by public transport	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	2.1%	2
Car parking prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Car parking provision	1.5%	14	2.3%	5	1.6%	3	1.1%	1	0.0%	0	1.3%	2	3.1%	3
Choice of food goods available	5.5%	53	6.9%	15	4.7%	9	9.0%	5	2.3%	5	8.4%	13	4.1%	4
Choice of shops nearby selling non-food goods	0.5%	5	0.9%	2	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	1.2%	12	0.9%	2	0.5%	1	2.2%	1	0.5%	1	3.2%	5	1.0%	1
Cleanliness	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Entertainment/events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit/always use it/preference for retailer	9.8%	94	9.2%	21	8.9%	18	10.1%	6	8.4%	19	10.4%	16	14.4%	15
Lower prices	11.4%	110	10.1%	23	13.1%	26	13.5%	8	10.2%	23	11.0%	18	12.4%	13
Near to home	42.8%	413	50.2%	112	38.2%	76	38.2%	23	47.9%	107	40.9%	65	29.9%	30
Near to work	1.8%	17	0.0%	0	2.6%	5	1.1%	1	4.2%	9	0.0%	0	2.1%	2
Provision of leisure facilities nearby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.6%	6	0.5%	1	0.5%	1	3.4%	2	0.5%	1	0.7%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.1%	59	7.8%	17	6.3%	12	6.7%	4	6.0%	14	3.2%	5	6.2%	6
Quality of shops selling food goods	0.6%	6	0.0%	0	0.5%	1	0.0%	0	1.4%	3	0.0%	0	2.1%	2
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
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
Shopping environment	1.1%	11	0.0%	0	1.0%	2	1.1%	1	0.9%	2	1.3%	2	4.1%	4
Staff discount/work there	1.6%	15	0.9%	2	3.7%	7	1.1%	1	1.4%	3	0.7%	1	1.0%	1
Value for money	3.8%	36	3.2%	7	5.2%	10	0.0%	0	4.2%	9	4.5%	7	2.1%	2
Other	3.0%	29	2.8%	6	2.6%	5	2.2%	1	3.7%	8	3.2%	5	3.1%	3
Convenient	1.1%	10	0.5%	1	1.6%	3	0.0%	0	1.4%	3	1.3%	2	1.0%	1
No other choice	0.9%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	4.5%	7	0.0%	0
Get clubcard points	0.6%	6	0.0%	0	0.5%	1	0.0%	0	1.9%	4	0.7%	1	0.0%	0
They sell petrol	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
They deliver	0.5%	5	0.5%	1	0.5%	1	1.1%	1	0.5%	1	0.7%	1	0.0%	0
Close to home	0.5%	5	0.0%	0	2.1%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
They sell clothes	0.3%	2	0.0%	0	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Good for the family shop	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1
I am in the area at the time	0.3%	3	0.0%	0	1.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	2.7%	26	2.3%	5	2.1%	4	2.2%	1	1.4%	3	1.9%	3	9.3%	9
Weighted base:	966	223		199		61		223		159		101		
Sample:	963	217		191		89		215		154		97		

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q03 What if anything is the one thing you most dislike about your main food shopping destination (store mentioned at Q01)?														
<i>Those who do main food shopping at Q01</i>														
Too far away	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Difficult to get to	0.2%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Difficult/ expensive parking	1.2%	11	0.9%	2	1.0%	2	0.0%	0	0.9%	2	2.6%	4	1.0%	1
Lack of parking	0.8%	7	0.5%	1	0.5%	1	0.0%	0	0.9%	2	1.3%	2	1.0%	1
Limited range of goods	3.7%	36	3.7%	8	5.8%	11	9.0%	5	1.4%	3	1.9%	3	4.1%	4
Too small	1.7%	17	0.9%	2	3.7%	7	0.0%	0	0.9%	2	1.3%	2	3.1%	3
Poor internal layout	1.2%	12	0.9%	2	1.0%	2	1.1%	1	0.9%	2	2.6%	4	1.0%	1
Poor quality	2.0%	20	0.9%	2	3.1%	6	0.0%	0	3.3%	7	1.3%	2	2.1%	2
Expensive	4.2%	41	4.6%	10	5.8%	11	5.6%	3	1.9%	4	3.9%	6	5.2%	5
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude/ unhelpful	0.7%	7	0.5%	1	1.0%	2	1.1%	1	0.9%	2	0.7%	1	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	39	4.6%	10	2.6%	5	2.2%	1	3.3%	7	5.8%	9	5.2%	5
Nothing	75.1%	725	78.3%	175	70.2%	139	77.5%	47	79.5%	178	70.1%	111	74.2%	75
Store is too big	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	3	3.2%	5	1.0%	1
Too busy	0.9%	8	0.5%	1	2.1%	4	0.0%	0	0.5%	1	1.3%	2	0.0%	0
Lack of staff / big queues	0.9%	9	0.5%	1	1.0%	2	2.2%	1	0.9%	2	1.3%	2	0.0%	0
Discontinued items	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1
Poor stocking of items	0.9%	8	1.4%	3	0.5%	1	0.0%	0	1.9%	4	0.0%	0	0.0%	0
The store has a monopoly	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	2	0.0%	0
(Don't know)	0.5%	5	0.0%	0	0.5%	1	1.1%	1	0.5%	1	1.3%	2	0.0%	0
Weighted base:	966	223	199	61	223	159	101							
Sample:	963	217	191	89	215	154	97							

Q04 Which retailer do you purchase your main food internet/home delivery shopping from? (those that answered internet/ home delivery at Q01)

Those who use the internet at Q01

Asda	54.6%	8	50.0%	1	100.0%	2	0.0%	0	50.0%	3	33.3%	1	100.0%	1
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	27.2%	4	50.0%	1	0.0%	0	0.0%	0	33.3%	2	33.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	18.1%	3	0.0%	0	0.0%	0	100.0%	1	16.7%	1	33.3%	1	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	15	2	2	1	6	3	1							
Sample:	15	2	2	1	6	3	1							

Q05 How frequently do you undertake main food and grocery shopping trips at...? (store/destination mentioned at Q01)

Those who do main food shopping but don't use the internet at Q01

Daily	1.4%	13	0.5%	1	0.5%	1	1.1%	1	3.3%	7	0.7%	1	2.1%	2
At Least two times a week	12.9%	123	13.5%	30	11.6%	23	18.2%	11	13.9%	30	10.6%	16	12.5%	13
At least once a week	69.2%	658	70.7%	156	69.8%	137	58.0%	35	64.6%	140	73.5%	114	75.0%	75
At least once a fortnight	9.1%	87	9.8%	22	10.1%	20	10.2%	6	10.5%	23	5.3%	8	8.3%	8
At least once a month	5.6%	53	4.2%	9	6.9%	14	6.8%	4	6.2%	14	7.3%	11	1.0%	1
At least every two months	0.5%	4	0.5%	1	0.0%	0	2.3%	1	0.5%	1	0.0%	0	1.0%	1
Less often	0.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.5%	5	0.0%	0	0.0%	0	1.1%	1	1.0%	2	1.3%	2	0.0%	0
Varies	0.4%	4	0.9%	2	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Don't know	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Weighted base:	951	221	196	60	217	156	100							
Sample:	948	215	189	88	209	151	96							

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q06 How do you normally travel to...? (store/destination mentioned at Q01 – excludes internet/home delivery)														
Car/van (as driver)	70.3%	668	62.8%	139	75.1%	148	60.2%	36	76.6%	166	66.9%	104	75.0%	75
Car/van (as passenger)	16.8%	160	19.1%	42	15.3%	30	25.0%	15	12.4%	27	19.9%	31	14.6%	15
Bus, minibus or coach	6.2%	59	8.4%	18	4.2%	8	8.0%	5	5.7%	12	4.6%	7	7.3%	7
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
Walk	5.0%	48	8.4%	18	3.7%	7	5.7%	3	3.3%	7	6.0%	9	2.1%	2
Taxi	1.2%	11	1.4%	3	0.5%	1	1.1%	1	1.4%	3	2.0%	3	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		951		221		196		60		217		156		100
Sample:		948		215		189		88		209		151		96
Q07 How long did your journey to (store/destination mentioned at Q01 – excludes internet/home delivery) take?														
0-5 minutes	32.2%	306	42.8%	95	33.3%	65	23.9%	14	36.8%	80	25.2%	39	12.5%	13
6-10 minutes	36.7%	349	36.3%	80	31.7%	62	37.5%	23	35.4%	77	43.0%	67	39.6%	40
11-15 minutes	19.1%	181	10.2%	23	20.6%	41	20.5%	12	19.1%	42	23.8%	37	27.1%	27
16-20 minutes	7.0%	67	6.0%	13	7.9%	16	11.4%	7	4.8%	10	4.6%	7	13.5%	14
21-30 minutes	3.4%	32	2.3%	5	3.7%	7	5.7%	3	2.4%	5	2.6%	4	7.3%	7
31-60 minutes	0.9%	8	0.9%	2	2.1%	4	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Over 60 minutes	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know/can't remember)	0.4%	4	0.5%	1	0.5%	1	1.1%	1	0.5%	1	0.0%	0	0.0%	0
Weighted base:		951		221		196		60		217		156		100
Sample:		948		215		189		88		209		151		96
Q08 When you go main food shopping is your journey part of another journey/ activity (excludes internet/home delivery)?														
Yes – travelling to work	2.5%	24	0.9%	2	1.6%	3	0.0%	0	3.3%	7	4.6%	7	4.2%	4
Yes – travelling from work	9.0%	86	8.8%	20	12.2%	24	6.8%	4	9.6%	21	6.0%	9	8.3%	8
Yes – travelling to school/college	0.8%	7	0.5%	1	2.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Yes – travelling from school/college	1.7%	16	2.3%	5	3.2%	6	1.1%	1	1.4%	3	0.7%	1	0.0%	0
Yes – Other	1.2%	11	1.4%	3	1.6%	3	0.0%	0	1.4%	3	0.7%	1	1.0%	1
No	75.8%	721	79.1%	175	71.4%	140	79.5%	48	72.2%	157	78.1%	122	79.2%	79
Don't Know	1.4%	13	0.5%	1	1.6%	3	1.1%	1	2.4%	5	1.3%	2	1.0%	1
Yes - other shopping	3.6%	34	2.3%	5	3.7%	7	8.0%	5	2.9%	6	2.6%	4	6.3%	6
Yes - visit friends / family	3.2%	30	3.3%	7	2.6%	5	2.3%	1	4.3%	9	4.6%	7	0.0%	0
Yes - visiting the town	1.7%	16	1.4%	3	1.6%	3	1.1%	1	2.9%	6	2.0%	3	0.0%	0
Yes - petrol	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	1.3%	12	0.5%	1	1.1%	2	0.0%	0	1.4%	3	2.6%	4	2.1%	2
Weighted base:		951		221		196		60		217		156		100
Sample:		948		215		189		88		209		151		96
Q09 When do you do your main food shopping?														
<i>Those who do main food shopping at Q01</i>														
Weekdays during the day	48.9%	472	48.4%	108	46.1%	91	47.2%	29	47.9%	107	51.9%	82	53.6%	54
Weekdays during the evening	17.0%	165	17.5%	39	18.8%	37	10.1%	6	18.1%	41	18.8%	30	11.3%	11
Saturday	21.4%	206	19.8%	44	20.4%	41	29.2%	18	23.7%	53	18.2%	29	21.6%	22
Sunday	10.0%	96	8.3%	18	7.9%	16	16.9%	10	13.0%	29	9.7%	15	7.2%	7
Varies	14.9%	144	15.2%	34	15.7%	31	12.4%	8	15.3%	34	13.6%	22	15.5%	16
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		966		223		199		61		223		159		101
Sample:		963		217		191		89		215		154		97

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q10 When you go main food shopping is your trip linked with any other activity?														
<i>Those who do main food shopping but don't use the internet at Q01</i>														
Yes – non-food shopping	13.9%	132	12.1%	27	17.5%	34	14.8%	9	9.6%	21	15.2%	24	17.7%	18
Yes – leisure activity	4.2%	40	4.2%	9	3.2%	6	3.4%	2	3.8%	8	5.3%	8	6.3%	6
Yes – visiting services such as banks and other financial institutions	6.0%	57	6.5%	14	7.9%	16	3.4%	2	5.3%	11	4.0%	6	7.3%	7
Yes – other activity	9.5%	91	9.8%	22	11.1%	22	11.4%	7	9.6%	21	7.9%	12	7.3%	7
Varies	1.7%	17	0.9%	2	2.1%	4	0.0%	0	1.4%	3	2.6%	4	3.1%	3
No	69.1%	657	73.0%	161	65.1%	128	68.2%	41	73.7%	160	68.2%	106	60.4%	61
Don't Know	0.5%	5	0.0%	0	0.5%	1	1.1%	1	0.5%	1	1.3%	2	0.0%	0
Weighted base:		951		221		196		60		217		156		100
Sample:		948		215		189		88		209		151		96

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q11 Where do you do this linked trip?							
<i>Those who do a linked trip at Q10</i>							
Zone 1							
St Helens	41.4%	120	75.9%	45	41.5%	28	25.9%
Ravenhead Retail Park, St Helens	1.8%	5	3.4%	2	3.1%	2	0.0%
St Helens Retail Park, St Helens	1.8%	5	6.9%	4	1.5%	1	0.0%
Zone 2							
Ashton-in-Makerfield	0.7%	2	1.7%	1	1.5%	1	0.0%
Zone 3							
Earlestown	1.9%	6	0.0%	0	1.5%	1	18.5%
Newton-le-Willows	2.6%	8	0.0%	0	3.1%	2	29.6%
Zone 4							
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	1.0%	3	0.0%	0	1.5%	1	3.7%
Prescot	5.4%	16	0.0%	0	0.0%	0	0.0%
Zone 5							
Cables Retail Park, Prescot	3.2%	9	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Bolton	0.4%	1	0.0%	0	0.0%	0	0.0%
Cheshire Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%
Halton Borough Council							
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	4.9%	14	1.7%	1	0.0%	0	3.7%
Knowsley Council							
Huyton	0.4%	1	0.0%	0	0.0%	0	0.0%
Kirkby	0.4%	1	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Liverpool City Centre	1.8%	5	0.0%	0	0.0%	0	0.0%
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.7%	2	0.0%	0	1.5%	1	0.0%
New Mersey Shopping Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Council							
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sefton Council							
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport	0.4%	1	1.7%	1	0.0%	0	0.0%
Aintree Retail Park, Aintree	0.4%	1	0.0%	0	0.0%	0	0.0%
Trafford Council							
The Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%
Warrington Borough Council							
Warrington	19.0%	55	3.4%	2	4.6%	3	22.2%
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%
Skelmersdale							
Skelmersdale	1.1%	3	0.0%	0	0.0%	0	0.0%
Wigan Council							
Leigh	3.2%	9	0.0%	0	12.3%	8	0.0%
Wigan	4.2%	12	1.7%	1	13.8%	9	3.7%
Other	6.1%	18	5.2%	3	10.8%	7	0.0%
Varies	1.8%	5	1.7%	1	3.1%	2	0.0%
Haydock	2.0%	6	0.0%	0	7.7%	5	3.7%
(Don't know)	1.3%	4	0.0%	0	1.5%	1	3.7%
Weighted base:	289		60		68		19
Sample:	288		58		65		27

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?														
Yes	76.2%	762	79.3%	185	82.7%	169	65.3%	45	73.1%	164	76.9%	124	68.9%	74
No	23.8%	238	20.7%	48	17.3%	35	34.7%	24	26.9%	60	23.1%	37	31.1%	33
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q13 Where did you last go to undertake this 'top-up' shopping?							
<i>Those who do top up food shopping at Q12 AND</i>							
Zone 1							
Aldi, Peasley Cross (St Helens Retail Park), St Helens	0.3%	2	0.6%	1	0.0%	0	0.0%
Asda, Kirkland Street, St Helens	4.4%	33	9.1%	16	5.0%	8	0.0%
Co-op Food, Higher Parr Street, St Helens	0.1%	1	0.0%	0	0.6%	1	0.0%
Co-op Food, Cambridge Road, St Helens	0.4%	3	1.7%	3	0.0%	0	0.0%
Co-op Food, Parr Stocks Road, Parr Stocks	0.4%	3	0.6%	1	0.6%	1	0.0%
Co-op Food, Sutton Park Drive, Sherdley Park	0.6%	4	2.3%	4	0.0%	0	0.0%
Co-op Food, Ashton Green Drive, St Helens	0.3%	2	1.1%	2	0.0%	0	0.0%
Co-op Food, Millbrook Lane, Eccleston	0.7%	5	1.7%	3	0.0%	0	0.0%
Co-op Food, Elephant Lane, Thatto Heath	0.7%	5	2.8%	5	0.0%	0	0.0%
Co-op Food, Peckers Hill Road, Sutton	0.4%	3	1.7%	3	0.0%	0	0.0%
Farmfoods, Boundary Road, St Helens	0.7%	5	1.7%	3	0.6%	1	0.0%
Iceland, Ormskirk Street, St Helens	0.8%	6	1.7%	3	1.3%	2	0.0%
Iceland, St Helens Retail Park, St Helens	0.3%	2	0.6%	1	0.6%	1	0.0%
Lidl, Lowe Street, St Helens	0.3%	2	1.1%	2	0.0%	0	0.0%
Market, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Church Street, St Helens	2.0%	15	5.1%	9	0.6%	1	1.5%
WM Morrisons, Boundary Road, St Helens	3.7%	28	12.5%	23	1.9%	3	0.0%
WM Morrisons, Baxters Lane, St Helens	4.4%	33	11.9%	22	4.4%	7	0.0%
Spar, St Helens Linkway, St Helens	0.1%	1	0.6%	1	0.0%	0	0.0%
Spar, Prescott Road, St Anns	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Chalton Way West, St Helens	2.1%	15	5.7%	10	0.0%	0	0.0%
Tesco Metro, Four Acre Lane Local Centre, St Helens	3.0%	23	11.4%	21	0.6%	1	0.0%
Local Shops, St Helens Town Centre	6.4%	47	16.5%	30	3.1%	5	0.0%
Other, Zone 1	0.6%	5	1.1%	2	0.6%	1	1.5%
Zone 2							
Aldi, Branch Way, Haydock	0.3%	2	0.0%	0	1.3%	2	0.0%
Aldi, Princess Road, Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Edge Green Lane, Warrington	3.2%	24	0.0%	0	12.0%	20	0.0%
Co-op Food, Blackbrook Road, St Helens	0.3%	2	0.6%	1	0.6%	1	0.0%
Co-op Food, Chain Lane, St Helens	1.0%	7	0.0%	0	4.4%	7	0.0%
Iceland, Branch Way, Haydock	0.6%	4	0.0%	0	2.5%	4	0.0%
Lidl, High Street, Golborne	0.1%	1	0.0%	0	0.6%	1	0.0%
Spar, Haresfinch View, Haresfinch	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Island Brow, St Helens	0.3%	2	0.0%	0	0.6%	1	0.0%
Spar, West End Road, Haydock	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Church Road, Haydock	4.3%	32	2.3%	4	15.7%	26	4.6%
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 2	3.3%	25	0.0%	0	15.1%	25	0.0%
Co-op, Church Lane,	2.0%	15	0.0%	0	8.8%	15	0.0%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Lowton, Zone 2														
Zone 3														
Market, Earlestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Haydock Street, Earlestown	0.9%	7	0.0%	0	0.0%	0	10.8%	5	1.3%	2	0.0%	0	0.0%	0
Tesco, Earle Street, Earlestown	4.2%	31	1.7%	3	1.3%	2	55.4%	25	0.0%	0	0.8%	1	0.0%	0
Local Shops, Earlestown Town Centre	0.3%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3	0.9%	7	0.0%	0	0.0%	0	15.4%	7	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Asda, Westbrook Shopping Centre, Warrington	3.2%	24	0.0%	0	0.0%	0	0.0%	0	14.8%	24	0.0%	0	0.0%	0
Marks & Spencer, Gemini Retail Park, Warrington	2.1%	16	0.0%	0	1.3%	2	0.0%	0	6.5%	10	1.7%	2	1.4%	1
Other, Zone 4	4.3%	32	0.0%	0	0.6%	1	1.5%	1	18.7%	30	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington, Zone 4	1.3%	9	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0
Zone 5														
Farmfoods, Prescott Shopping Centre, Prescott	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Tesco Express, Cronton Road, Tarbock	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, Prescott	3.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	23	2.9%	2
Other, Zone 5	4.0%	30	0.6%	1	0.0%	0	0.0%	0	0.0%	0	23.7%	29	0.0%	0
Co-op Food, Warrington Road, Rainhill, Zone 5	3.0%	23	1.1%	2	0.0%	0	0.0%	0	1.9%	3	14.4%	18	0.0%	0
Co-op Food, Windy Arbor Road, Whiston, Zone 5	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	10	0.0%	0
Zone 6														
Tesco Express, Greenfield Road, St Helens	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.1%	7
Tesco Express, East Lancashire Road, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Zone 6	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Co-op, Church Road, Rainford, Zone 6	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	11
Bolton Metropolitan Council														
Sainsbury's, Cricketers Way, Westhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Aldi, Green Oaks Way, Widnes	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Aldi, Trident Retail Park, Runcorn	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	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.1%	6	0.0%	0
Asda, West Lane, Runcorn	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Albert Square Shopping Centre, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Widnes Shopping Park, Widnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
WM Morrisons, Green Oaks Way, Widnes	1.0%	7	0.6%	1	0.0%	0	0.0%	0	0.6%	1	4.2%	5	0.0%	0
Other, Halton Council	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.7%	2	0.0%	0
Knowsley Council														
Asda, Huyton Lane, Liverpool	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.4%	1
Farmfoods, Liverpool Road, Page Moss	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cherryfield Drive, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Derby Road, Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Chad's Parade, Kirkby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1
Lidl, Liverpool Road, Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Knowsley Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Liverpool City Council														
Aldi, East Prescott Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Liverpool														
Aldi, Broadgreen Road, Old Swan	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 Centre, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Belle Vale Shopping Centre, Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Mersey Retail Park, Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Green Lane, Stonecroft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Church Road, Wavertree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Besford Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, East Prescot Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, James Road, Woolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Liverpool City Council	0.5%	4	0.6%	1	0.0%	0	1.5%	1	0.6%	1	0.8%	1	0.0%	0
Sefton Council														
Marks & Spencer, Ormskirk Road, Aintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Sefton Council	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Warrington Borough Council														
Aldi, Liverpool Street, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Walton Road, Stockton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Centre, Warrington	2.0%	15	0.0%	0	0.0%	0	0.0%	0	9.0%	15	0.0%	0	0.0%	0
Lidl, Fennel Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Golden Square, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Sainsbury's, Common Lane, Culcheth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Stockton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warrington Road, Warrington	1.3%	9	0.0%	0	0.6%	1	0.0%	0	5.2%	8	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington Borough Council	2.1%	16	0.0%	0	0.0%	0	0.0%	0	9.7%	16	0.0%	0	0.0%	0
Other, Warrington Borough Council	3.0%	22	0.0%	0	0.0%	0	1.5%	1	12.9%	21	0.8%	1	0.0%	0
West Lancashire Borough Council														
Asda, Ingram Road, Skelmersdale	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire Borough Council	1.3%	9	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Council														
Aldi, Scot Lane, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chatsworth Street, Pemberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Standishgate, Wigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Worthington Way, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Templeton Road, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Ladies Lane, Hindley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Wigan Square, Wigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Sainsbury's, Worthington Way, Wigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Parsonage Retail Park, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cross Street, Hindley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ormskirk Road, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Poolstock Lane, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Atherton Road, Hindley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Central Park Way, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Atherleigh Avenue, Leigh, Wigan Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Robin Retail Park, Wigan, Wigan Council	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Wigan Council	1.1%	8	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Out of Catchment	1.4%	10	0.0%	0	0.6%	1	0.0%	0	2.6%	4	0.8%	1	5.8%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet/ Home Delivery (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	745		181		165		45		161		122		72	
Sample:	742		176		159		65		155		118		69	

Q14 How often do you make 'top up' shopping trips to...? (store/destination mentioned at Q13)

Those who do top up food shopping at Q12

Daily	10.2%	78	8.3%	15	9.2%	16	18.2%	8	8.2%	14	13.3%	16	11.3%	8
Two or more times a week	44.7%	341	48.9%	90	47.2%	80	43.9%	20	36.1%	59	44.2%	55	49.3%	37
At least once a week	34.2%	260	32.2%	60	30.7%	52	33.3%	15	48.1%	79	30.8%	38	22.5%	17
At least once a fortnight	3.4%	26	5.6%	10	3.1%	5	3.0%	1	2.5%	4	3.3%	4	1.4%	1
At least once a month	2.2%	17	2.2%	4	2.5%	4	0.0%	0	1.3%	2	1.7%	2	5.6%	4
Less often	0.5%	4	0.6%	1	0.6%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Varies	4.3%	33	2.2%	4	5.5%	9	1.5%	1	2.5%	4	5.8%	7	9.9%	7
(Don't know)	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	762		185		169		45		164		124		74	
Sample:	758		180		163		66		158		120		71	

Q15 How do you normally travel to...? (store/destination mentioned at Q13 – excludes internet/home delivery)

Those who do top up food shopping but don't use the internet at Q12

Car/van (as driver)	52.8%	401	44.1%	81	55.8%	95	47.0%	21	62.7%	103	49.2%	61	54.9%	41
Car/van (as passenger)	6.9%	53	8.4%	15	5.5%	9	4.5%	2	5.1%	8	10.0%	12	7.0%	5
Bus, minibus or coach	6.1%	46	9.5%	17	4.9%	8	6.1%	3	3.8%	6	2.5%	3	11.3%	8
Motorcycle, scooter or moped	0.5%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walk	32.5%	247	35.8%	66	31.9%	54	40.9%	19	26.6%	44	36.7%	45	26.8%	20
Taxi	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.7%	5	0.6%	1	1.8%	3	0.0%	0	0.6%	1	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
Weighted base:	761		184		169		45		164		124		74	
Sample:	757		179		163		66		158		120		71	

Q16 Which retailer do you purchase your top-up food internet/home delivery shopping from? (those that answered internet/ home delivery at Q13)

Those who use the internet at Q13

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	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
Don't undertake	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairy Crest	100.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1		1		0		0		0		0		0	
Sample:	1		1		0		0		0		0		0	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q17 Of all the money you spend on food and household groceries what share goes to your main food shop?														
<i>Those who do top up food shopping at Q12</i>														
Over ¾	51.8%	394	48.9%	90	52.1%	88	50.0%	23	53.8%	88	47.5%	59	62.0%	46
½ to ¾	25.2%	192	27.8%	51	27.0%	46	16.7%	8	26.6%	44	23.3%	29	19.7%	15
¼ to ½	5.7%	43	6.7%	12	5.5%	9	4.5%	2	5.1%	8	6.7%	8	4.2%	3
Less than ¼	2.6%	20	5.0%	9	1.8%	3	0.0%	0	1.9%	3	2.5%	3	1.4%	1
None	2.6%	20	2.2%	4	1.8%	3	16.7%	8	0.0%	0	1.7%	2	4.2%	3
(Don't know)	12.1%	92	9.4%	17	11.7%	20	12.1%	5	12.7%	21	18.3%	23	8.5%	6
Weighted base:		762		185		169		45		164		124		74
Sample:		758		180		163		66		158		120		71

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q18 Where did you last go to buy clothing or footwear goods?							
Zone 1							
St Helens Retail Park, St Helens	1.5%	14	2.9%	6	1.1%	2	2.2%
Ravenhead Retail Park, St Helens	3.5%	32	6.8%	14	2.2%	4	5.5%
St Helens	27.9%	256	51.9%	110	26.9%	52	28.6%
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ashton-in-Makerfield	0.1%	1	0.0%	0	0.5%	1	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%
Golborne, Zone 2	0.2%	2	0.0%	0	1.1%	2	2.0%
Haydock, Zone 2	0.2%	2	0.5%	1	0.5%	1	0.0%
Zone 3							
Earlestown	0.6%	6	0.5%	1	0.5%	1	4.4%
Newton-le-Willows	0.2%	1	0.0%	0	0.0%	0	2.2%
Alban Retail Park, Warrington	0.2%	2	0.0%	0	0.5%	1	0.0%
Gemini Retail Park, Warrington	7.5%	69	6.3%	13	4.3%	8	7.7%
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Prescot	1.4%	13	1.0%	2	0.0%	0	1.1%
Cables Retail Park, Prescot	1.7%	15	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Bolton	0.5%	4	0.5%	1	1.6%	3	0.0%
Other, Bolton Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.9%	8	0.0%	0	0.5%	1	1.1%
Halton Borough Council							
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	2.8%	26	3.9%	8	0.5%	1	0.0%
Knowsley Council							
Huyton	0.5%	4	0.0%	0	0.0%	0	0.0%
Kirkby	0.1%	1	0.5%	1	0.0%	0	0.0%
Other, Knowsley Borough Council	0.1%	1	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Liverpool City Centre	8.5%	78	8.7%	18	3.2%	6	1.1%
Speke	0.2%	2	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%
New Mersey Shopping Park, Speke	0.5%	4	0.0%	0	0.0%	0	0.0%
Other, Liverpool City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Council							
Manchester City Centre	3.5%	32	2.9%	6	4.3%	8	3.3%
Southport	2.2%	20	0.0%	0	3.8%	7	2.2%
Sefton Council							
Aintree Retail Park, Aintree	0.3%	3	0.0%	0	0.0%	0	0.0%
Other, Sefton Council	0.1%	1	0.0%	0	0.5%	1	0.0%
Trafford Council							
The Trafford Centre, Manchester	4.9%	45	2.4%	5	9.7%	19	2.2%
Warrington Borough Council							
Warrington	20.7%	189	7.3%	15	12.4%	24	30.8%
Riverside Retail Park, Warrington	0.3%	3	0.0%	0	0.0%	0	1.1%
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
West Lancashire Borough Council							

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Skelmersdale	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, West Lancashire Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Council														
Leigh	0.8%	7	0.0%	0	1.6%	3	1.1%	1	1.0%	2	0.7%	1	0.0%	0
Wigan	5.3%	48	1.9%	4	18.8%	36	4.4%	3	0.5%	1	0.7%	1	3.3%	3
Other, Wigan Borough Council	0.3%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Catchment	1.8%	17	1.5%	3	3.8%	7	0.0%	0	2.0%	4	0.7%	1	1.1%	1
Other, Salford City Council	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1	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
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bootle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	916		212		193		63		206		146		96	
Sample:	915		206		186		91		198		142		92	

Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?

Those who shop for clothing and footwear at Q18

Yes – food shopping	5.5%	51	6.7%	14	4.7%	9	4.3%	3	3.5%	7	5.4%	8	9.3%	9
Yes – non-food shopping	8.8%	83	7.2%	15	7.4%	15	12.8%	8	8.9%	19	11.4%	18	8.2%	8
Yes – leisure activity	9.8%	93	7.7%	16	10.5%	21	5.3%	3	7.9%	17	13.4%	21	14.4%	15
Yes – visiting services such as banks and other financial institutions	2.6%	24	2.4%	5	4.2%	8	2.1%	1	3.0%	6	0.7%	1	2.1%	2
Yes – other activity	7.9%	74	8.7%	18	10.5%	21	5.3%	3	6.9%	15	6.0%	9	7.2%	7
Varies	3.2%	30	4.8%	10	2.1%	4	5.3%	3	3.5%	7	2.0%	3	2.1%	2
No	61.1%	575	62.5%	134	59.5%	117	64.9%	42	65.3%	137	58.4%	90	54.6%	55
Don't Know	1.1%	10	0.0%	0	1.1%	2	0.0%	0	1.0%	2	2.7%	4	2.1%	2
Weighted base:	940		214		197		65		210		154		101	
Sample:	940		208		190		94		202		149		97	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q20 Where did you last go to buy Books, CDs, DVDS?														
Zone 1														
St Helens Retail Park, St Helens	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St Helens	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
St Helens	34.7%	171	75.2%	81	31.5%	36	17.4%	5	3.5%	4	29.5%	19	44.4%	25
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne, Zone 2	0.8%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, Zone 2	1.4%	7	1.0%	1	4.5%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Earlestown	0.6%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	0.7%	3	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Alban Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Prescot	1.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Cables Retail Park, Prescot	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Other, Zone 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Bolton Metropolitan Council														
Bolton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton Council	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Council														
Cheshire Oaks Designer Outlet, Ellesmere	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	3.4%	17	1.0%	1	0.9%	1	4.3%	1	1.8%	2	16.4%	10	1.9%	1
Knowsley Council														
Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Knowsley Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Council														
Liverpool City Centre	6.1%	30	5.7%	6	2.7%	3	0.0%	0	0.9%	1	14.8%	9	18.5%	10
Speke	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Edge Lane Retail Park, Liverpool	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, Speke	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	3.7%	2
Other, Liverpool City Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	3.7%	18	2.9%	3	7.2%	8	4.3%	1	2.6%	3	0.0%	0	3.7%	2
Sefton Council														
Southport	1.5%	7	1.0%	1	1.8%	2	0.0%	0	0.0%	0	3.3%	2	3.7%	2
Aintree Retail Park, Aintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other, Sefton Council	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Trafford Council														
The Trafford Centre, Manchester	3.9%	19	2.9%	3	6.3%	7	8.7%	3	1.8%	2	4.9%	3	1.9%	1
Warrington Borough Council														
Warrington	26.7%	131	3.8%	4	14.4%	17	41.3%	13	79.8%	95	4.9%	3	0.0%	0
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.4%	2	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.4%	2	0.0%	0	0.0%	0	0.0%
Wigan Council							
Leigh	0.8%	4	0.0%	0	2.7%	3	0.0%
Wigan	5.0%	25	1.0%	1	18.9%	22	2.2%
Other, Wigan Borough Council	0.6%	3	0.0%	0	2.7%	3	0.0%
Other, Outside Catchment	2.1%	10	1.0%	1	0.0%	0	0.0%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	492	108	115	32	118	63	56
Sample:	491	105	111	46	114	61	54

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q21 Where did you last go to buy small household goods such as home furnishings, glass and china items?							
Zone 1							
St Helens Retail Park, St Helens	3.3%	21	4.5%	6	5.6%	7	3.1%
Ravenhead Retail Park, St Helens	5.1%	32	7.5%	10	6.4%	8	3.1%
St Helens	27.0%	173	55.6%	76	25.6%	33	21.9%
Other, Zone 1	0.1%	1	0.0%	0	0.0%	0	1.6%
Zone 2							
Ashton-in-Makerfield	0.2%	1	0.0%	0	0.8%	1	0.0%
Other, Zone 2	0.3%	2	0.0%	0	1.6%	2	0.0%
Golborne, Zone 2	0.5%	3	0.0%	0	2.4%	3	0.0%
Haydock, Zone 2	0.5%	3	0.0%	0	2.4%	3	0.0%
Zone 3							
Earlestown	1.5%	10	0.0%	0	1.6%	2	17.2%
Newton-le-Willows	0.7%	4	0.0%	0	0.8%	1	7.8%
Zone 4							
Alban Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%
Gemini Retail Park, Warrington	8.9%	57	7.5%	10	4.8%	6	9.4%
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.2%	1	0.0%	0	0.0%	0	3.1%
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Prescot	1.5%	9	1.5%	2	0.0%	0	0.0%
Cables Retail Park, Prescot	1.6%	10	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Bolton	0.3%	2	0.0%	0	0.8%	1	0.0%
Other, Bolton Council	0.3%	2	0.0%	0	1.6%	2	0.0%
Cheshire Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.3%	2	0.0%	0	0.0%	0	0.7%
Halton Borough Council							
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%
Widnes	2.3%	14	1.5%	2	0.0%	0	0.0%
Knowsley Council							
Huyton	0.6%	4	0.0%	0	0.0%	0	1.6%
Kirkby	0.3%	2	0.0%	0	0.0%	0	0.0%
Other, Knowsley Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Liverpool City Centre	6.1%	39	5.3%	7	0.8%	1	1.6%
Speke	0.2%	1	0.0%	0	0.0%	0	0.0%
Edge Lane Retail Park, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%
New Mersey Shopping Park, Speke	0.6%	4	0.0%	0	0.0%	0	0.0%
Other, Liverpool City Council	0.2%	1	0.8%	1	0.0%	0	0.0%
Manchester City Council							
Manchester City Centre	1.7%	11	0.0%	0	1.6%	2	1.6%
Sefton Council							
Southport	0.8%	5	0.0%	0	0.8%	1	1.6%
Aintree Retail Park, Aintree	1.1%	7	0.8%	1	0.0%	0	0.0%
Other, Sefton Council	0.2%	1	0.0%	0	0.0%	0	0.0%
Trafford Council							
The Trafford Centre, Manchester	2.6%	17	2.3%	3	4.0%	5	3.1%
Warrington Borough Council							
Warrington	23.3%	149	10.5%	14	16.8%	22	20.3%
Riverside Retail Park, Warrington	0.8%	5	0.0%	0	0.0%	0	1.6%
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.3%	2	0.0%	0	0.0%	0	1.6%
Other, West Lancashire Borough Council	0.5%	3	0.0%	0	0.8%	1	0.0%
Wigan Council							
Leigh	1.1%	7	0.0%	0	4.8%	6	0.0%
Wigan	2.9%	19	0.0%	0	13.6%	18	0.0%
Other, Wigan Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Catchment	1.9%	12	2.3%	3	2.4%	3	0.0%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	640	137	130	44	156	106	68
Sample:	640	133	125	64	150	103	65

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q22 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?														
Zone 1														
St Helens Retail Park, St Helens	3.2%	16	5.4%	6	4.0%	4	2.1%	1	0.0%	0	6.8%	5	0.0%	0
Ravenhead Retail Park, St Helens	9.6%	48	19.8%	23	10.0%	10	8.5%	3	0.8%	1	4.1%	3	17.8%	8
St Helens	23.5%	117	45.9%	52	22.0%	23	14.9%	5	3.3%	4	23.0%	18	33.3%	16
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, Zone 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 3														
Earlestown	0.4%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Alban Retail Park, Warrington	2.0%	10	0.0%	0	3.0%	3	2.1%	1	4.1%	5	1.4%	1	0.0%	0
Gemini Retail Park, Warrington	11.8%	59	13.5%	15	4.0%	4	19.2%	6	18.0%	23	9.5%	7	6.7%	3
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Prescot	2.5%	12	1.8%	2	0.0%	0	0.0%	0	0.0%	0	12.2%	9	2.2%	1
Cables Retail Park, Prescot	2.3%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Metropolitan Council														
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Council														
Cheshire Oaks Designer Outlet, Ellesmere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	2.0%	10	1.8%	2	0.0%	0	2.1%	1	0.8%	1	8.1%	6	0.0%	0
Knowsley Council														
Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Knowsley Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Council														
Liverpool City Centre	3.9%	20	2.7%	3	1.0%	1	0.0%	0	0.0%	0	8.1%	6	20.0%	9
Speke	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	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, Speke	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	3	0.0%	0
Other, Liverpool City Council	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Manchester City Council														
Manchester City Centre	1.5%	7	0.0%	0	4.0%	4	0.0%	0	1.6%	2	0.0%	0	2.2%	1
Sefton Council														
Southport	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aintree Retail Park, Aintree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Other, Sefton Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Council														
The Trafford Centre, Manchester	1.7%	8	0.9%	1	4.0%	4	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Warrington Borough Council														
Warrington	25.8%	129	6.3%	7	20.0%	21	40.4%	13	65.6%	83	5.4%	4	2.2%	1
Riverside Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Lancashire Borough														

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Council							
Skelmersdale	0.2%	1	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigan Council							
Leigh	2.3%	11	0.0%	0	10.0%	10	0.0%
Wigan	2.8%	14	0.0%	0	10.0%	10	2.1%
Other, Wigan Borough Council	1.0%	5	0.0%	0	5.0%	5	0.0%
Other, Outside Catchment	1.0%	5	0.9%	1	1.0%	1	2.1%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	500	114	104	32	127	76	47
Sample:	499	111	100	47	122	74	45

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q23 Where did you last go to buy chemist goods (including health and beauty products)?														
Zone 1														
St Helens Retail Park, St Helens	1.1%	10	1.5%	3	1.6%	3	0.0%	0	0.5%	1	0.0%	0	3.3%	3
Ravenhead Retail Park, St Helens	3.2%	30	8.7%	18	2.7%	5	1.1%	1	0.0%	0	2.1%	3	2.2%	2
St Helens	36.1%	330	81.1%	172	36.1%	69	19.4%	12	1.5%	3	16.1%	24	54.4%	51
Other, Zone 1	0.6%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield	0.5%	4	1.0%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	1.4%	12	0.0%	0	6.0%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Golborne, Zone 2	1.5%	14	0.0%	0	7.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, Zone 2	2.2%	20	0.5%	1	8.7%	17	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Earlestown	2.7%	24	0.0%	0	1.1%	2	33.3%	21	0.5%	1	0.0%	0	0.0%	0
Newton-le-Willows	1.7%	15	0.0%	0	0.5%	1	19.4%	12	1.0%	2	0.0%	0	0.0%	0
Zone 4														
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
Gemini Retail Park, Warrington	4.0%	37	0.5%	1	0.5%	1	5.4%	3	14.0%	29	0.7%	1	1.1%	1
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Zone 5														
Prescot	5.7%	53	1.5%	3	0.5%	1	0.0%	0	0.0%	0	31.5%	46	2.2%	2
Cables Retail Park, Prescot	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	24	0.0%	0
Other, Zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Rainhill, Zone 5	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	12	1.1%	1
Zone 6														
Other, Zone 6	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8
Bolton Metropolitan Council														
Bolton	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton Council	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Council														
Cheshire Oaks Designer Outlet, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	2.7%	25	1.0%	2	0.0%	0	0.0%	0	1.0%	2	14.0%	21	0.0%	0
Knowsley Council														
Huyton	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2	0.0%	0
Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, Knowsley Borough Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Liverpool City Council														
Liverpool City Centre	1.5%	13	0.5%	1	0.0%	0	0.0%	0	1.0%	2	2.8%	4	6.7%	6
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	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, Speke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other, Liverpool City Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	0.4%	4	0.5%	1	0.0%	0	1.1%	1	0.5%	1	0.0%	0	1.1%	1
Sefton Council														
Southport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Aintree Retail Park, Aintree	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Other, Sefton Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Trafford Council														
The Trafford Centre, Manchester	0.5%	4	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.0%	0	1.1%	1
Warrington Borough Council														
Warrington	20.1%	184	0.5%	1	7.7%	15	12.9%	8	75.0%	156	2.8%	4	0.0%	0
Riverside Retail Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other, Warrington Borough Council	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.3%	3	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.2%	2	0.0%	0	0.5%	1	0.0%
Leigh	1.3%	11	0.0%	0	6.0%	11	0.0%
Wigan	2.6%	24	0.5%	1	10.4%	20	1.1%
Other, Wigan Borough Council	1.0%	9	0.0%	0	4.9%	9	0.0%
Other, Outside Catchment	0.8%	8	0.0%	0	1.6%	3	2.2%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	915	212	190	64	208	147	94
Sample:	915	206	183	93	200	143	90

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q24 Where did you last go to buy electrical items, such as televisions, washing machines and computers?														
Zone 1														
St Helens Retail Park, St Helens	5.3%	39	9.1%	15	5.8%	9	0.0%	0	0.6%	1	7.0%	8	7.5%	5
Ravenhead Retail Park, St Helens	15.7%	116	30.3%	51	10.9%	18	11.1%	5	1.8%	3	17.5%	21	25.4%	18
St Helens	24.7%	183	43.6%	74	32.1%	52	15.3%	8	2.4%	4	21.1%	25	29.9%	21
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne, Zone 2	0.4%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, Zone 2	1.5%	11	0.6%	1	3.2%	5	4.2%	2	0.6%	1	0.0%	0	3.0%	2
Zone 3														
Earlestown	1.7%	13	0.0%	0	0.6%	1	15.3%	8	1.8%	3	0.0%	0	1.5%	1
Newton-le-Willows	0.6%	4	0.0%	0	0.6%	1	6.9%	3	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Alban Retail Park, Warrington	7.0%	52	0.6%	1	0.6%	1	13.9%	7	24.7%	43	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	2.0%	15	0.6%	1	1.3%	2	4.2%	2	4.8%	8	0.9%	1	0.0%	0
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0
Zone 5														
Prescot	1.9%	14	3.0%	5	0.0%	0	1.4%	1	0.0%	0	5.3%	6	3.0%	2
Cables Retail Park, Prescot	1.5%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton Metropolitan Council														
Bolton	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton Council	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Council														
Cheshire Oaks Designer Outlet, Ellesmere	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Widnes	2.2%	17	0.6%	1	0.0%	0	0.0%	0	1.2%	2	11.4%	13	0.0%	0
Knowsley Council														
Huyton	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
Kirkby	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Knowsley Borough Council	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Liverpool City Council														
Liverpool City Centre	6.0%	44	4.2%	7	4.5%	7	0.0%	0	2.4%	4	16.7%	20	9.0%	6
Speke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Edge Lane Retail Park, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
New Mersey Shopping Park, Speke	0.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Other, Liverpool City Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	0.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.5%	1
Sefton Council														
Southport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	2
Aintree Retail Park, Aintree	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	6.0%	4
Other, Sefton Council	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Trafford Council														
The Trafford Centre, Manchester	0.8%	6	0.6%	1	1.3%	2	0.0%	0	1.2%	2	0.9%	1	0.0%	0
Warrington Borough Council														
Warrington	15.5%	115	1.2%	2	6.4%	10	22.2%	11	52.4%	90	0.9%	1	0.0%	0
Riverside Retail Park, Warrington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.1%	1	0.0%	0	0.0%	0	1.5%
Leigh	3.0%	22	0.0%	0	12.8%	21	2.8%
Wigan Council							
Wigan	2.7%	20	0.6%	1	10.9%	18	0.0%
Other, Wigan Borough Council	0.7%	5	0.0%	0	3.2%	5	0.0%
Other, Outside Catchment	1.3%	9	1.2%	2	0.6%	1	0.0%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	741	169	162	49	172	117	70
Sample:	740	165	156	72	166	114	67

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q25 Where did you last go to buy DIY goods?														
Zone 1														
St Helens Retail Park, St Helens	6.7%	52	9.9%	17	9.9%	17	0.0%	0	0.0%	0	5.9%	7	13.9%	10
Ravenhead Retail Park, St Helens	24.8%	192	48.3%	85	20.5%	34	10.1%	5	0.6%	1	27.1%	33	44.4%	33
St Helens Other, Zone 1	18.9%	146	37.2%	66	21.7%	36	7.2%	3	0.0%	0	18.6%	23	23.6%	18
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golborne, Zone 2	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock, Zone 2	0.9%	7	0.6%	1	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Earlestown	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Alban Retail Park, Warrington	1.0%	8	0.0%	0	0.0%	0	1.4%	1	3.9%	7	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	1.2%	9	0.0%	0	1.2%	2	1.4%	1	2.8%	5	0.8%	1	0.0%	0
Zone 4														
B&Q Warehouse, Delph Lane, Winwick, Zone 4	4.1%	31	0.0%	0	1.9%	3	29.0%	14	7.8%	15	0.0%	0	0.0%	0
Other, Zone 4	0.4%	3	0.0%	0	0.0%	0	1.4%	1	1.1%	2	0.0%	0	0.0%	0
Zone 5														
Prescot	1.1%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Cables Retail Park, Prescot	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	20	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainhill, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Other, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bolton Metropolitan Council														
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bolton Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cheshire Council														
Cheshire Oaks Designer Outlet, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	3.6%	28	0.0%	0	0.0%	0	1.4%	1	2.2%	4	18.6%	23	0.0%	0
Knowsley Council														
Huyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other, Knowsley Borough Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Liverpool City Council														
Liverpool City Centre	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.4%	1
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.4%	1
New Mersey Shopping Park, Speke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other, Liverpool City Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Council														
Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aintree Retail Park, Aintree	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7
Other, Sefton Council	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Trafford Council														
The Trafford Centre, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Borough Council														
Warrington	24.1%	186	1.2%	2	13.7%	23	40.6%	19	76.0%	141	0.8%	1	0.0%	0
Riverside Retail Park, Warrington	2.0%	15	1.2%	2	1.9%	3	1.4%	1	4.5%	8	0.8%	1	0.0%	0
Other, Warrington Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigan Council							
Leigh	2.1%	17	0.0%	0	9.9%	17	0.0%
Wigan	3.0%	23	0.0%	0	13.7%	23	0.0%
Other, Wigan Borough Council	0.3%	2	0.0%	0	1.2%	2	0.0%
Other, Outside Catchment	0.4%	3	0.0%	0	0.0%	0	1.4%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	774	177	167	47	186	122	75
Sample:	771	172	161	69	179	118	72

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q26 Where did you last go to buy furniture, carpets and floor coverings?							
Zone 1							
St Helens Retail Park, St Helens	3.5%	23	7.5%	11	5.2%	7	0.0%
Ravenhead Retail Park, St Helens	5.7%	38	9.6%	14	3.7%	5	7.7%
St Helens	29.8%	196	58.9%	88	29.6%	42	18.5%
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ashton-in-Makerfield	0.5%	3	0.7%	1	1.5%	2	0.0%
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%
Golborne, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydock, Zone 2	1.4%	9	0.7%	1	3.7%	5	1.5%
Zone 3							
Earlestown	2.3%	15	0.7%	1	0.7%	1	24.6%
Newton-le-Willows	1.0%	7	0.0%	0	0.7%	1	12.3%
Zone 4							
Alban Retail Park, Warrington	3.2%	21	0.0%	0	0.0%	0	4.6%
Gemini Retail Park, Warrington	3.4%	22	2.1%	3	5.2%	7	1.5%
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.1%	1	0.0%	0	0.0%	0	1.5%
Other, Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Prescot	0.9%	6	0.7%	1	0.0%	0	0.0%
Cables Retail Park, Prescot	0.6%	4	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%
Rainhill, Zone 5	0.5%	3	0.0%	0	0.0%	0	0.0%
Zone 6							
Other, Zone 6	0.8%	5	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Bolton	0.3%	2	0.0%	0	0.7%	1	0.0%
Other, Bolton Council	0.3%	2	0.0%	0	1.5%	2	0.0%
Cheshire Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.2%	1	0.0%	0	0.0%	0	0.0%
Halton Borough Council							
Runcorn	0.2%	1	0.0%	0	0.0%	0	0.0%
Widnes	2.2%	14	1.4%	2	0.7%	1	0.0%
Knowsley Council							
Huyton	1.3%	8	0.0%	0	0.0%	0	0.0%
Kirkby	0.5%	3	0.0%	0	0.0%	0	0.0%
Other, Knowsley Borough Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Liverpool City Centre	4.1%	27	2.1%	3	5.9%	8	0.0%
Speke	1.0%	7	0.0%	0	0.0%	0	1.5%
Edge Lane Retail Park, Liverpool	0.2%	1	0.7%	1	0.0%	0	0.0%
New Mersey Shopping Park, Speke	0.6%	4	0.7%	1	0.0%	0	0.0%
Other, Liverpool City Council	0.2%	1	0.7%	1	0.0%	0	0.0%
Manchester City Council							
Manchester City Centre	1.2%	8	1.4%	2	1.5%	2	1.5%
Sefton Council							
Southport	0.2%	1	0.0%	0	0.0%	0	0.0%
Aintree Retail Park, Aintree	0.6%	4	0.0%	0	0.7%	1	0.0%
Other, Sefton Council	0.6%	4	0.0%	0	0.0%	0	0.0%
Trafford Council							
The Trafford Centre, Manchester	0.6%	4	0.0%	0	0.7%	1	1.5%
Warrington Borough Council							
Warrington	21.3%	140	8.2%	12	14.8%	21	13.8%
Riverside Retail Park, Warrington	2.7%	18	0.7%	1	0.7%	1	4.6%
Other, Warrington Borough Council	0.3%	2	0.0%	0	0.0%	0	0.0%

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
West Lancashire Borough Council							
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, West Lancashire Borough Council	0.6%	4	0.0%	0	1.5%	2	0.0%
Wigan Council							
Leigh	2.3%	15	0.7%	1	8.1%	11	3.1%
Wigan	2.4%	16	0.7%	1	9.6%	14	0.0%
Other, Wigan Borough Council	0.3%	2	0.0%	0	1.5%	2	0.0%
Other, Outside Catchment	2.3%	15	2.1%	3	1.5%	2	1.5%
Other, Salford City Council	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet/ Home Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do)	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	658	150	140	45	153	109	62
Sample:	658	146	135	65	147	106	59

Q27 How do you normally travel to do your non food shopping?

Car/van (as driver)	66.2%	662	55.9%	130	72.6%	149	57.4%	40	74.5%	167	64.7%	104	67.0%	72
Car/van (as passenger)	15.0%	150	18.9%	44	11.7%	24	16.8%	12	11.1%	25	17.9%	29	15.5%	17
Bus, minibus or coach	11.7%	117	13.2%	31	11.7%	24	17.8%	12	9.3%	21	10.9%	18	10.7%	11
Motorcycle, scooter or moped	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Walk	3.5%	35	7.9%	18	2.0%	4	6.9%	5	1.4%	3	2.6%	4	0.0%	0
Taxi	0.7%	7	0.9%	2	0.0%	0	1.0%	1	1.4%	3	0.6%	1	0.0%	0
Tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Train	1.9%	19	1.8%	4	1.5%	3	0.0%	0	0.5%	1	3.2%	5	4.9%	5
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1
Don't know	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	233	205	69	224	161	108							
Sample:	1000	227	197	101	216	156	103							

Q28 Do you use garden centres to buy plants, shrubs, garden furniture, etc?

Yes	52.1%	521	40.5%	95	55.3%	113	48.5%	34	51.9%	116	61.5%	99	60.2%	65
No	47.9%	479	59.5%	139	44.7%	91	51.5%	36	48.1%	108	38.5%	62	39.8%	43
Weighted base:	1000	233	205	69	224	161	108							
Sample:	1000	227	197	101	216	156	103							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q29 Which garden centre do you normally go to?														
<i>Those who said Yes at Q28 AND</i>														
Zone 1														
Suregrow Garden Centre, Merton Bank Road, St Helens	2.8%	13	6.0%	5	5.9%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	2
B&Q Warehouse, Ravenhead Retail Park, St Helens, Zone 1	2.1%	10	2.4%	2	2.0%	2	2.2%	1	0.0%	0	1.1%	1	7.8%	4
Zone 2														
Billinge Garden Centre, Winstanley Road, Billinge	2.8%	14	0.0%	0	12.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Trebaron Garden Centre , Southworth Road, Newton-le-Willows	14.0%	68	1.2%	1	28.4%	30	76.1%	24	8.4%	9	1.1%	1	3.9%	2
Zone 4														
Other, Zone 4	0.6%	3	0.0%	0	1.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Zone 5														
Bold Heath Garden Centre, Mill Lane, Widnes	3.2%	15	4.8%	4	0.0%	0	0.0%	0	4.7%	5	6.5%	6	0.0%	0
Gorse Lodge Nursery, Cronton Road, Widnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Harefield Water Gardens, Warrington Road, Rainhill	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
J&E Roberts & Partners, Warrington Road, Bold Heath	0.9%	4	3.6%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Rivendell, Mill Lane, Widnes	31.5%	152	56.6%	48	7.8%	8	0.0%	0	41.1%	46	41.3%	39	19.6%	10
Whitakers Garden Centre, Liverpool Road, Prescot	7.5%	36	4.8%	4	1.0%	1	0.0%	0	0.9%	1	30.4%	29	2.0%	1
Wyvale Garden Centre, Mill Lane, Widnes, Zone 5	3.9%	19	3.6%	3	0.0%	0	0.0%	0	7.5%	8	5.4%	5	3.9%	2
Other, Zone 5	0.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Cheshire Council														
Gordale Nurseries, Chester High Road, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water World, Chester High Road, Burton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Warrington Borough Council														
Bents Garden & Home, Warrington Road, Glazebury	18.7%	90	8.4%	7	29.4%	31	15.2%	5	29.0%	32	6.5%	6	15.7%	8
West Lancashire Borough Council														
Pimbo Garden Centre, Pimbo Lane, Upholland	3.0%	15	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	17.6%	9
Other, Warrington Council	1.2%	6	0.0%	0	1.0%	1	2.2%	1	3.7%	4	0.0%	0	0.0%	0
Other, Wigan Council	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Sefton Council	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5
Other, Out of Catchment	4.4%	21	6.0%	5	3.9%	4	4.3%	1	1.9%	2	1.1%	1	13.7%	7
Other, Liverpool City Council	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	482		85		106		32		111		95		53	
Sample:	481		83		102		46		107		92		51	

Q30 Do you ever visit St Helens Town Centre?

Yes	67.9%	679	90.7%	212	70.6%	144	67.3%	47	29.2%	65	77.6%	125	79.6%	86
No	32.1%	321	9.3%	22	29.4%	60	32.7%	23	70.8%	159	22.4%	36	20.4%	22
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q31 How do you usually travel to St.Helens Town Centre (main part of journey)?														
<i>Those who visit St Helens at Q30</i>														
Car/van (as driver)	56.4%	382	45.1%	96	62.6%	90	50.0%	23	60.3%	39	64.5%	80	62.2%	53
Car/van (as passenger)	11.4%	77	11.7%	25	9.4%	14	14.7%	7	12.7%	8	12.4%	15	9.8%	8
Bus, minibus or coach	26.0%	177	28.6%	61	23.7%	34	35.3%	16	27.0%	18	21.5%	27	24.4%	21
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
Walk	4.6%	31	12.1%	26	1.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Taxi	0.9%	6	1.5%	3	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	3	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	0.5%	1	0.7%	1	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
Weighted base:		679		212		144		47		65		125		86
Sample:		679		206		139		68		63		121		82

Q32 What is the main reason for visiting St.Helens Town Centre?

Those who visit St Helens at Q30

Choice and range of shops	32.2%	219	28.2%	60	26.6%	38	36.8%	17	28.6%	19	45.5%	57	32.9%	28
Choice of leisure facilities (cinema, gym, pubs etc)	4.4%	30	3.4%	7	5.0%	7	1.5%	1	4.8%	3	7.4%	9	2.4%	2
Choice of services (hairdressers, banks etc)	12.7%	86	15.0%	32	16.5%	24	7.4%	3	1.6%	1	11.6%	14	13.4%	11
Environmental quality of centre	1.1%	7	0.5%	1	0.7%	1	0.0%	0	1.6%	1	1.7%	2	2.4%	2
Close to home	23.3%	158	32.5%	69	23.7%	34	20.6%	10	11.1%	7	14.0%	18	24.4%	21
Close to work	4.5%	31	5.3%	11	3.6%	5	5.9%	3	9.5%	6	1.7%	2	3.7%	3
Easily accessible by public transport	0.9%	6	0.5%	1	1.4%	2	1.5%	1	0.0%	0	0.0%	0	2.4%	2
Convenient car parking	0.6%	4	1.0%	2	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other	4.3%	29	3.4%	7	5.0%	7	4.4%	2	9.5%	6	2.5%	3	3.7%	3
No reason	6.0%	41	6.3%	13	7.2%	10	10.3%	5	1.6%	1	4.1%	5	7.3%	6
Change of scenery	3.2%	22	0.5%	1	2.9%	4	4.4%	2	12.7%	8	5.0%	6	0.0%	0
Friends / family live there	2.1%	14	0.5%	1	1.4%	2	1.5%	1	9.5%	6	2.5%	3	1.2%	1
Shopping	1.1%	7	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.8%	1	2.4%	2
It is compact	0.9%	6	0.5%	1	0.7%	1	1.5%	1	3.2%	2	0.0%	0	1.2%	1
Browsing	0.6%	4	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less traffic	0.4%	3	0.0%	0	0.7%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0
Visit specific shop (Don't know)	0.7%	5	0.5%	1	0.0%	0	1.5%	1	0.0%	0	2.5%	3	0.0%	0
	0.9%	6	1.0%	2	0.0%	0	1.5%	1	1.6%	1	0.0%	0	2.4%	2
Weighted base:		679		212		144		47		65		125		86
Sample:		679		206		139		68		63		121		82

Q33 How often do you visit St.Helens Town Centre?

Those who visit St Helens at Q30

More than once a week	21.0%	142	32.0%	68	20.1%	29	14.7%	7	11.1%	7	7.4%	9	25.6%	22
Once a week	22.2%	151	24.8%	52	23.0%	33	17.6%	8	12.7%	8	22.3%	28	24.4%	21
Less than once a week, but more than once a fortnight	4.1%	28	4.9%	10	2.9%	4	1.5%	1	3.2%	2	4.1%	5	6.1%	5
Once a fortnight	15.3%	104	14.6%	31	17.3%	25	25.0%	12	6.3%	4	18.2%	23	11.0%	9
Less than once a fortnight but more than once a month	15.8%	107	12.6%	27	17.3%	25	16.2%	8	20.6%	14	16.5%	21	15.9%	14
Less than once a month, but more than once in two months	6.3%	43	3.4%	7	3.6%	5	7.4%	3	9.5%	6	11.6%	14	7.3%	6
Once in two months	3.7%	25	1.9%	4	4.3%	6	4.4%	2	4.8%	3	5.8%	7	2.4%	2
Less often	11.7%	80	5.8%	12	11.5%	17	13.2%	6	31.7%	21	14.0%	18	7.3%	6
Weighted base:		679		212		144		47		65		125		86
Sample:		679		206		139		68		63		121		82

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q34 Are there any measures that would encourage you to visit St.Helens Town Centre more often?														
1st mention														
Increased choice and range of shops	13.9%	139	24.7%	58	15.2%	31	9.9%	7	4.6%	10	9.0%	14	17.5%	19
Large foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Department store within the town centre	2.0%	20	2.6%	6	3.0%	6	2.0%	1	0.5%	1	2.6%	4	1.0%	1
Improved leisure facilities	0.6%	6	1.8%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1
Improved quality of shops	1.6%	16	1.8%	4	1.5%	3	2.0%	1	1.9%	4	1.3%	2	1.0%	1
More parking	5.9%	59	4.4%	10	4.6%	9	9.9%	7	5.1%	11	7.1%	11	8.7%	9
Cheaper parking	4.0%	40	9.3%	22	3.6%	7	1.0%	1	0.0%	0	3.2%	5	4.9%	5
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	4	0.4%	1	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.8%	8	0.4%	1	1.0%	2	1.0%	1	0.9%	2	0.6%	1	1.0%	1
Cheaper public transport	0.4%	4	0.4%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better environment	1.2%	12	0.9%	2	1.5%	3	5.9%	4	0.5%	1	0.6%	1	1.0%	1
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	21	2.2%	5	3.0%	6	1.0%	1	1.4%	3	3.2%	5	1.0%	1
None	60.7%	607	47.1%	110	58.9%	121	57.4%	40	79.2%	178	62.8%	101	54.4%	58
Better market	1.0%	10	1.8%	4	0.5%	1	2.0%	1	0.9%	2	0.0%	0	1.0%	1
Less empty shops	0.3%	3	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0
Revamp the area	0.5%	5	0.4%	1	0.5%	1	0.0%	0	0.9%	2	0.6%	1	0.0%	0
Better public transport	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Improve transport links	0.6%	6	0.4%	1	0.5%	1	0.0%	0	0.5%	1	0.6%	1	1.9%	2
(Don't know)	3.5%	35	0.9%	2	3.6%	7	5.9%	4	3.2%	7	6.4%	10	3.9%	4
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

2nd mention														
Increased choice and range of shops	3.2%	32	6.2%	14	3.0%	6	4.0%	3	0.9%	2	3.2%	5	1.0%	1
Large foodstores within the town centre	0.2%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Department store within the town centre	0.9%	9	2.6%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved leisure facilities	0.5%	5	0.9%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.0%	1
Improved quality of shops	1.9%	19	2.6%	6	3.0%	6	2.0%	1	0.9%	2	1.3%	2	1.0%	1
More parking	1.7%	17	4.0%	9	0.5%	1	2.0%	1	0.9%	2	0.6%	1	1.9%	2
Cheaper parking	1.8%	18	2.2%	5	1.0%	2	5.9%	4	0.5%	1	1.9%	3	1.9%	2
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	7	0.0%	0	1.0%	2	1.0%	1	0.5%	1	0.6%	1	1.9%	2
Better security	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	7	0.4%	1	1.0%	2	1.0%	1	0.0%	0	0.6%	1	1.9%	2
None	82.5%	825	75.8%	177	83.2%	170	72.3%	50	92.1%	207	83.3%	134	80.6%	87
Better market	0.4%	4	0.4%	1	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Less empty shops	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revamp the area	0.3%	3	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Better public transport	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport links	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know)	4.5%	45	2.2%	5	4.1%	8	7.9%	5	3.7%	8	7.7%	12	4.9%	5
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
3rd mention														
Increased choice and range of shops	0.8%	8	0.9%	2	0.5%	1	2.0%	1	0.0%	0	0.0%	0	2.9%	3
Large foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store within the town centre	0.4%	4	0.9%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More parking	0.5%	5	1.3%	3	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Cheaper parking	0.4%	4	0.4%	1	0.0%	0	1.0%	1	0.0%	0	1.3%	2	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	1	0.0%	0	0.5%	1	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
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	4	0.9%	2	0.0%	0	2.0%	1	0.5%	1	0.0%	0	0.0%	0
None	91.6%	916	90.3%	211	92.4%	189	86.1%	60	95.4%	214	90.4%	145	90.3%	97
Better market	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revamp the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport links	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	50	3.5%	8	4.6%	9	7.9%	5	3.7%	8	7.7%	12	5.8%	6
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

Q35 Why don't you visit St.Helens Town Centre?

Those who don't visit St Helens at Q30

Choice and range of shops	13.7%	44	42.9%	9	10.3%	6	21.2%	5	9.2%	15	11.4%	4	23.8%	5
Choice of leisure facilities (cinema, gym, pubs etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Environmental quality of centre	4.2%	13	4.8%	1	8.6%	5	9.1%	2	2.0%	3	0.0%	0	9.5%	2
To far away from home or work	26.7%	86	4.8%	1	36.2%	22	12.1%	3	32.0%	51	20.0%	7	9.5%	2
Not accessible by public transport	1.8%	6	0.0%	0	1.7%	1	3.0%	1	2.0%	3	2.9%	1	0.0%	0
Inconveniently located car parking	4.5%	15	0.0%	0	0.0%	0	9.1%	2	3.9%	6	11.4%	4	9.5%	2
Expensive car parking	4.1%	13	23.8%	5	1.7%	1	12.1%	3	0.7%	1	5.7%	2	4.8%	1
Other	2.5%	8	4.8%	1	3.4%	2	12.1%	3	1.3%	2	0.0%	0	0.0%	0
It is difficult to park	22.6%	73	19.0%	4	15.5%	9	36.4%	8	22.9%	36	28.6%	10	19.0%	4
I prefer Warrington	3.8%	12	0.0%	0	0.0%	0	3.0%	1	7.2%	11	0.0%	0	0.0%	0
I am not familiar with it	3.2%	10	0.0%	0	1.7%	1	0.0%	0	5.2%	8	2.9%	1	0.0%	0
I have never been before	4.2%	14	0.0%	0	5.2%	3	0.0%	0	5.9%	9	0.0%	0	4.8%	1
I prefer other places	4.5%	15	4.8%	1	13.8%	8	0.0%	0	0.7%	1	2.9%	1	14.3%	3
I have no need to go there	2.9%	9	0.0%	0	3.4%	2	0.0%	0	3.9%	6	2.9%	1	0.0%	0
I don't like it	1.8%	6	0.0%	0	1.7%	1	3.0%	1	1.3%	2	5.7%	2	0.0%	0
It is hard to get to	1.4%	4	0.0%	0	0.0%	0	6.1%	1	1.3%	2	2.9%	1	0.0%	0
I have medical problems	1.3%	4	4.8%	1	0.0%	0	0.0%	0	0.7%	1	5.7%	2	0.0%	0
The one way system	1.0%	3	4.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.8%	1
(Don't know)	2.3%	7	0.0%	0	1.7%	1	0.0%	0	2.6%	4	0.0%	0	9.5%	2
Weighted base:	321		22		60		23		159		36		22	
Sample:	321		21		58		33		153		35		21	

Q36 Do you ever visit Earlestown Town Centre?

Yes	24.3%	243	20.7%	48	33.0%	68	88.1%	61	21.3%	48	7.7%	12	5.8%	6
No	75.7%	757	79.3%	185	67.0%	137	11.9%	8	78.7%	177	92.3%	148	94.2%	101
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q37 How do you usually travel to Earlestown (main part of journey)? <i>Those who visit Earlestown at Q36</i>														
Car/van (as driver)	58.2%	142	53.2%	26	72.3%	49	31.5%	19	78.3%	37	33.3%	4	100.0%	6
Car/van (as passenger)	14.4%	35	23.4%	11	10.8%	7	13.5%	8	13.0%	6	16.7%	2	0.0%	0
Bus, minibus or coach	13.9%	34	17.0%	8	15.4%	10	14.6%	9	8.7%	4	16.7%	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
Walk	10.3%	25	0.0%	0	1.5%	1	39.3%	24	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Train	3.0%	7	6.4%	3	0.0%	0	0.0%	0	0.0%	0	33.3%	4	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
Tram	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
Weighted base:		243		48		68		61		48		12		6
Sample:		265		47		65		89		46		12		6

Q38 What is the main reason for visiting Earlestown Town Centre?

Those who visit Earlestown at Q36

Choice and range of shops	21.0%	51	21.3%	10	21.5%	15	22.5%	14	17.4%	8	8.3%	1	50.0%	3
Choice of leisure facilities (cinema, gym, pubs etc)	1.6%	4	0.0%	0	0.0%	0	1.1%	1	4.3%	2	8.3%	1	0.0%	0
Choice of services (hairdressers, banks etc)	8.1%	20	2.1%	1	12.3%	8	10.1%	6	8.7%	4	0.0%	0	0.0%	0
Environmental quality of centre	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Close to home	13.1%	32	0.0%	0	1.5%	1	50.6%	31	0.0%	0	0.0%	0	0.0%	0
Close to work	2.4%	6	4.3%	2	4.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.3%	3	4.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.1%	12	8.5%	4	7.7%	5	3.4%	2	2.2%	1	0.0%	0	0.0%	0
No reason	2.8%	7	2.1%	1	4.6%	3	1.1%	1	4.3%	2	0.0%	0	0.0%	0
Visit the market	37.3%	91	46.8%	23	46.2%	31	7.9%	5	47.8%	23	50.0%	6	50.0%	3
Visit friends / family	3.0%	7	4.3%	2	0.0%	0	0.0%	0	8.7%	4	8.3%	1	0.0%	0
Go for a change of scenery	1.7%	4	2.1%	1	0.0%	0	0.0%	0	2.2%	1	16.7%	2	0.0%	0
Visit car boot sale (Don't know)	1.3%	3	2.1%	1	0.0%	0	0.0%	0	2.2%	1	8.3%	1	0.0%	0
Weighted base:		243		48		68		61		48		12		6
Sample:		265		47		65		89		46		12		6

Q39 How often do you visit Earlestown Town Centre?

Those who visit Earlestown at Q36

More than once a week	18.2%	44	4.3%	2	4.6%	3	60.7%	37	4.3%	2	0.0%	0	0.0%	0
Once a week	18.0%	44	14.9%	7	18.5%	12	22.5%	14	19.6%	9	8.3%	1	0.0%	0
Less than once a week, but more than once a fortnight	1.3%	3	0.0%	0	1.5%	1	0.0%	0	2.2%	1	8.3%	1	0.0%	0
Once a fortnight	6.8%	17	2.1%	1	12.3%	8	3.4%	2	8.7%	4	8.3%	1	0.0%	0
Less than once a fortnight but more than once a month	13.0%	32	25.5%	12	12.3%	8	7.9%	5	10.9%	5	8.3%	1	0.0%	0
Less than once a month, but more than once in two months	10.9%	27	12.8%	6	15.4%	10	1.1%	1	10.9%	5	25.0%	3	16.7%	1
Once in two months	6.2%	15	10.6%	5	6.2%	4	1.1%	1	8.7%	4	8.3%	1	0.0%	0
Less often	25.5%	62	29.8%	14	29.2%	20	3.4%	2	34.8%	17	33.3%	4	83.3%	5
Weighted base:		243		48		68		61		48		12		6
Sample:		265		47		65		89		46		12		6

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q40 Are there any measures that would encourage you to visit Earlestown Town Centre more often?														
1st mention														
Increased choice and range of shops	9.9%	99	7.5%	17	8.6%	18	37.6%	26	11.6%	26	4.5%	7	3.9%	4
Large foodstores within the town centre	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Department store within the town centre	0.5%	5	0.4%	1	0.0%	0	0.0%	0	0.9%	2	0.6%	1	1.0%	1
Improved leisure facilities	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.6%	5	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0
More parking	1.1%	11	2.6%	6	1.0%	2	1.0%	1	0.0%	0	0.6%	1	1.0%	1
Cheaper parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	3	0.4%	1	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0
Increased public transport	1.1%	11	1.3%	3	2.5%	5	0.0%	0	0.5%	1	0.6%	1	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Environment	1.3%	13	0.4%	1	2.0%	4	8.9%	6	0.5%	1	0.6%	1	0.0%	0
Better Security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	6	0.4%	1	0.0%	0	3.0%	2	0.5%	1	0.0%	0	1.9%	2
None	73.3%	733	76.7%	179	75.6%	155	33.7%	23	78.2%	176	75.6%	122	73.8%	79
Better market	2.9%	29	4.4%	10	2.5%	5	0.0%	0	3.2%	7	0.0%	0	5.8%	6
Revamp the area	0.8%	8	0.0%	0	1.5%	3	5.9%	4	0.5%	1	0.0%	0	0.0%	0
(Don't know)	6.9%	69	5.3%	12	5.1%	10	0.0%	0	3.7%	8	16.7%	27	10.7%	11
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

2nd mention														
Increased choice and range of shops	1.1%	11	0.9%	2	1.5%	3	5.0%	3	0.5%	1	0.6%	1	0.0%	0
Large foodstores within the town centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store within the town centre	0.4%	4	0.4%	1	0.5%	1	2.0%	1	0.5%	1	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	11	0.4%	1	0.0%	0	6.9%	5	1.9%	4	0.6%	1	0.0%	0
More parking	0.9%	9	1.3%	3	1.0%	2	1.0%	1	1.4%	3	0.0%	0	0.0%	0
Cheaper parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More pedestrianisation	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	2	0.0%	0	0.0%	0	3.0%	2	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
Cheaper public transport	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Environment	0.4%	4	0.4%	1	0.0%	0	3.0%	2	0.5%	1	0.0%	0	0.0%	0
Better Security	0.2%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.5%	1	2.0%	1	0.5%	1	0.0%	0	0.0%	0
None	85.3%	853	88.1%	205	88.3%	181	66.3%	46	89.4%	200	80.8%	130	84.5%	91
Better market	0.3%	3	0.9%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Revamp the area	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.9%	89	7.0%	16	7.1%	15	2.0%	1	5.6%	12	17.3%	28	15.5%	17
Weighted base:	1000		233		205		69		224		161		108	
Sample:	1000		227		197		101		216		156		103	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
3rd mention							
Increased choice and range of shops	0.2%	2	0.4%	1	0.0%	0	2.0%
Large foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Department store within the town centre	0.2%	2	0.0%	0	0.0%	0	1.0%
Improved leisure facilities	0.2%	2	0.4%	1	0.0%	0	1.0%
Improved quality of shops	0.2%	2	0.0%	0	0.5%	1	1.0%
More parking	0.1%	1	0.0%	0	0.0%	0	0.5%
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street cleaning	0.2%	2	0.4%	1	0.0%	0	2.0%
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%
Better Environment	0.3%	3	0.0%	0	0.5%	1	1.0%
Better Security	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.1%	1	0.4%	1	0.0%	0	0.0%
None	89.2%	892	90.7%	212	91.9%	188	87.1%
Better market	0.1%	1	0.0%	0	0.0%	0	1.0%
Revamp the area	0.1%	1	0.0%	0	0.0%	0	1.0%
(Don't know)	9.2%	92	7.5%	17	7.1%	15	3.0%
Weighted base:	1000	233	205	69	224	161	108
Sample:	1000	227	197	101	216	156	103

Q41 Why don't you visit Earlestown Town Centre?*Those who don't visit Earlestown at Q36*

Choice and range of shops	15.4%	117	16.7%	31	18.9%	26	58.3%	5	17.6%	31	9.7%	14	9.3%	9
Choice of leisure facilities (cinema, gym, pubs etc)	0.5%	4	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Choice of services (hairdressers, banks etc)	0.5%	4	0.6%	1	0.8%	1	8.3%	1	0.0%	0	0.7%	1	0.0%	0
Environmental quality of centre	3.2%	24	2.8%	5	6.1%	8	41.7%	3	2.4%	4	1.4%	2	1.0%	1
To far away from home or work	31.4%	238	32.2%	60	22.7%	31	0.0%	0	25.3%	45	45.8%	68	34.0%	34
Not accessible by public transport	2.5%	19	3.9%	7	3.0%	4	0.0%	0	1.2%	2	1.4%	2	3.1%	3
Inconveniently located car parking	1.4%	10	2.8%	5	1.5%	2	0.0%	0	1.2%	2	0.7%	1	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	18	2.2%	4	3.0%	4	8.3%	1	2.9%	5	1.4%	2	2.1%	2
I have never been before	33.9%	256	33.3%	62	36.4%	50	8.3%	1	29.4%	52	33.3%	49	42.3%	43
I am not familiar with it	3.0%	23	2.2%	4	0.8%	1	0.0%	0	2.4%	4	4.2%	6	7.2%	7
I prefer Warrington	1.4%	10	0.0%	0	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0
The market is poor	1.1%	8	1.1%	2	1.5%	2	0.0%	0	1.8%	3	0.0%	0	1.0%	1
I have no need to go there	2.5%	19	0.6%	1	3.0%	4	0.0%	0	4.1%	7	4.2%	6	0.0%	0
There is no market anymore	0.7%	5	0.6%	1	0.8%	1	0.0%	0	1.2%	2	0.0%	0	1.0%	1
It is too small	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	2	0.0%	0
I prefer other places	2.3%	18	1.1%	2	2.3%	3	0.0%	0	4.7%	8	1.4%	2	2.1%	2
I don't like it	0.7%	5	0.6%	1	0.8%	1	0.0%	0	1.2%	2	0.7%	1	0.0%	0
I don't have the time	0.7%	5	1.1%	2	1.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
I have medical problems	0.5%	4	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0
It is inconvenient	0.4%	3	0.6%	1	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Unpleasant people	0.4%	3	0.0%	0	0.8%	1	8.3%	1	0.0%	0	0.7%	1	0.0%	0
Weighted base:	757	185	137	8	177	148	101							
Sample:	735	180	132	12	170	144	97							

Q42 Do the people who live in your house, including you, make use of electronic home shopping (i.e. internet or TV shopping)?

Yes, Internet	47.8%	478	45.4%	106	53.3%	109	43.6%	30	49.1%	110	48.7%	78	41.7%	45
Yes, TV Shopping	2.1%	21	4.0%	9	1.0%	2	3.0%	2	1.4%	3	1.3%	2	1.9%	2
Yes, both	6.6%	66	4.0%	9	6.1%	12	4.0%	3	9.7%	22	9.0%	14	4.9%	5
No	43.5%	435	46.7%	109	39.6%	81	49.5%	34	39.8%	89	41.0%	66	51.5%	55
Weighted base:	1000	233	205	69	224	161	108							
Sample:	1000	227	197	101	216	156	103							

Weighted:

March 2011

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q43 Which goods or services does your household currently purchase via electronic home shopping?														
<i>Those who said Yes at Q42</i>														
Food	8.4%	48	8.3%	10	10.1%	12	5.9%	2	11.5%	16	5.4%	5	4.0%	2
Clothes	37.1%	210	33.1%	41	42.9%	53	31.4%	11	40.0%	54	38.0%	36	28.0%	15
Furniture/Carpets	5.6%	32	5.0%	6	10.1%	12	2.0%	1	3.1%	4	8.7%	8	0.0%	0
Major electrical items	21.7%	123	14.9%	18	19.3%	24	21.6%	8	29.2%	39	21.7%	21	24.0%	13
Small household goods	9.6%	54	12.4%	15	7.6%	9	13.7%	5	7.7%	10	12.0%	11	6.0%	3
DIY goods	3.0%	17	1.7%	2	3.4%	4	3.9%	1	3.1%	4	4.3%	4	2.0%	1
Garden items	2.6%	15	0.0%	0	5.9%	7	3.9%	1	1.5%	2	3.3%	3	2.0%	1
Books	38.7%	218	35.5%	44	40.3%	50	29.4%	10	43.8%	59	35.9%	34	40.0%	21
CDs, music, videos	50.4%	285	45.5%	56	53.8%	67	52.9%	19	56.9%	77	47.8%	45	40.0%	21
Toys	12.0%	68	9.9%	12	12.6%	16	13.7%	5	12.3%	17	16.3%	15	6.0%	3
Sports goods	4.5%	26	4.1%	5	2.5%	3	2.0%	1	3.1%	4	8.7%	8	8.0%	4
Banking	8.6%	49	1.7%	2	10.9%	14	5.9%	2	10.0%	14	15.2%	14	6.0%	3
Holiday and/or Travel	15.9%	90	12.4%	15	20.2%	25	23.5%	8	10.8%	15	18.5%	18	18.0%	9
Tickets														
Jewellery	6.5%	36	12.4%	15	3.4%	4	3.9%	1	6.2%	8	5.4%	5	4.0%	2
Small electrical items	18.0%	102	14.9%	18	18.5%	23	15.7%	5	16.9%	23	26.1%	25	14.0%	7
Other	3.0%	17	2.5%	3	3.4%	4	3.9%	1	3.1%	4	4.3%	4	0.0%	0
Insurance	1.5%	9	1.7%	2	2.5%	3	3.9%	1	0.0%	0	1.1%	1	2.0%	1
Gifts	1.2%	7	0.0%	0	0.8%	1	3.9%	1	1.5%	2	0.0%	0	4.0%	2
Perfume	0.6%	3	0.0%	0	0.8%	1	3.9%	1	0.8%	1	0.0%	0	0.0%	0
Beauty products	1.4%	8	0.8%	1	3.4%	4	2.0%	1	0.8%	1	0.0%	0	2.0%	1
DVD's	0.7%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1
Vitamins	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Caravan	0.5%	3	1.7%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Car accessories	0.5%	3	0.8%	1	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Craft items	0.9%	5	1.7%	2	0.8%	1	0.0%	0	0.8%	1	1.1%	1	0.0%	0
(Don't know)	1.9%	11	2.5%	3	0.0%	0	7.8%	3	0.8%	1	3.3%	3	2.0%	1
Weighted base:	565	124	124	35	135	95	52							
Sample:	563	121	119	51	130	92	50							

Q44 Which goods or services might your household purchase in the future via electronic home shopping?

Food	4.8%	48	3.5%	8	5.1%	10	5.0%	3	5.6%	12	6.4%	10	2.9%	3
Clothes	15.6%	156	11.0%	26	17.8%	36	11.9%	8	20.8%	47	17.3%	28	10.7%	11
Furniture/Carpets	3.0%	30	2.6%	6	2.5%	5	1.0%	1	1.9%	4	6.4%	10	2.9%	3
Major electrical items	9.5%	95	8.4%	20	6.6%	14	9.9%	7	13.0%	29	9.6%	15	9.7%	10
Small household goods	4.0%	40	4.8%	11	2.5%	5	5.9%	4	4.6%	10	4.5%	7	1.9%	2
DIY goods	1.5%	15	0.9%	2	1.5%	3	2.0%	1	1.4%	3	1.9%	3	1.9%	2
Garden items	1.1%	11	1.3%	3	2.5%	5	0.0%	0	0.5%	1	0.6%	1	1.0%	1
Books	15.2%	152	11.9%	28	16.2%	33	13.9%	10	17.6%	39	14.7%	24	16.5%	18
CDs, music, videos	17.6%	176	12.8%	30	21.3%	44	17.8%	12	19.4%	44	21.8%	35	10.7%	11
Toys	4.7%	47	4.0%	9	6.6%	14	5.9%	4	3.7%	8	5.8%	9	1.9%	2
Sports goods	2.1%	21	2.2%	5	2.0%	4	2.0%	1	2.3%	5	2.6%	4	1.0%	1
Banking	4.2%	42	1.3%	3	5.1%	10	2.0%	1	5.1%	11	7.7%	12	2.9%	3
Holiday and/or Travel	10.3%	103	7.9%	18	10.2%	21	13.9%	10	10.2%	23	12.2%	20	10.7%	11
Tickets														
Jewellery	1.8%	18	1.8%	4	2.0%	4	0.0%	0	2.3%	5	1.9%	3	1.0%	1
Small electrical items	6.9%	69	5.7%	13	8.1%	17	5.0%	3	7.4%	17	7.7%	12	5.8%	6
Other	1.0%	10	0.0%	0	2.0%	4	3.0%	2	0.0%	0	1.3%	2	1.9%	2
None	44.8%	448	53.3%	124	41.6%	85	52.5%	36	44.4%	100	36.5%	59	40.8%	44
Insurance	1.0%	10	1.8%	4	0.0%	0	2.0%	1	0.5%	1	0.6%	1	1.9%	2
Car accessories	0.4%	4	0.4%	1	0.0%	0	0.0%	0	0.5%	1	1.3%	2	0.0%	0
Beauty products	0.5%	5	0.4%	1	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Cars	0.5%	5	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.6%	1	1.0%	1
Pet goods	0.4%	4	0.4%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
(Don't know)	12.6%	126	11.5%	27	12.7%	26	9.9%	7	10.2%	23	15.4%	25	17.5%	19
Weighted base:	1000	233	205	69	224	161	108							
Sample:	1000	227	197	101	216	156	103							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q45 Which facility/centre do you normally visit for indoor sports or health and fitness activity?														
Bolton Metropolitan Council														
Bolton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Halton Borough Council														
Spirit Health & Fitness Club, Wood Lane, Beechwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	3.9%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	17.5%	10	0.0%	0
Other, Halton Borough Council	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Knowsley Council														
Huyton	0.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Kirkby	1.4%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.3%	2
Other, Knowsley Borough Council	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Liverpool City Council														
Liverpool City Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Speke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Manchester City Council														
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Council														
Bootle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Borough Council														
David Lloyd, Cromwell Avenue South, Great Sankey	2.8%	8	1.8%	1	0.0%	0	0.0%	0	10.1%	7	0.0%	0	0.0%	0
Warrington	13.8%	40	1.8%	1	0.0%	0	11.1%	2	50.7%	36	1.8%	1	0.0%	0
Other, Warrington Borough Council	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
West Lancashire Borough Council														
Skelmersdale	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Other, West Lancashire	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Council														
Leigh	1.4%	4	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan	3.1%	9	0.0%	0	13.3%	8	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, Wigan Borough Council	2.8%	8	0.0%	0	13.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1														
AD Bodytech, Lord Street, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Leisure & Fitness , College Street, St Helens	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Leisure Centre, Broadway, Grange Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Fitness, Duke Street, St Helens	0.7%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Gym, Water Street, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Face Gym, Clock Face Road, Clock Face	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DarkStar Laser Ltd, Central Street, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Ravenshead Retail Park, St Helens	8.8%	26	18.2%	10	5.0%	3	0.0%	0	1.5%	1	14.0%	8	12.5%	3
InAction Health Clubs, Linkway, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parr Swimming Pool & Fitness Centre, Ashcroft Street, St Helens	2.5%	7	9.1%	5	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Park Leisure Centre, Boundary Road, St Helens	6.7%	20	18.2%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	4	20.8%	5
St Helens Fitness 500, Roundwood Drive, St Helens	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Leisure Centre, Eltonhead Road, St Helens	1.8%	5	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens	12.8%	38	21.8%	12	20.0%	12	7.4%	1	0.0%	0	10.5%	6	20.8%	5

St Helens Household Survey for WYG Planning & Design

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Other, Zone 1	1.1%	3	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Zone 2														
Diamond Health Clubs, Station Road, St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydock Sports College Leisure Centre, Clipsley Lane, Haydock	0.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Otium Health & Leisure Club, Penny Lane, Haydock	0.7%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, Lodge Lane, Newton-le- Willows	1.9%	6	0.0%	0	6.7%	4	7.4%	1	0.0%	0	0.0%	0	0.0%	0
Ashton-in-Makerfield	1.8%	5	1.8%	1	5.0%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Other, Zone 2	2.7%	8	0.0%	0	11.7%	7	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	3.4%	10	1.8%	1	1.7%	1	37.0%	7	0.0%	0	1.8%	1	0.0%	0
Zone 4														
Total Fitness, Winwick Road, Warrington	5.3%	16	0.0%	0	3.3%	2	0.0%	0	18.8%	14	0.0%	0	0.0%	0
Other, Zone 4	2.8%	8	0.0%	0	0.0%	0	0.0%	0	11.6%	8	0.0%	0	0.0%	0
Zone 5														
Prescot	2.8%	8	1.8%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	7	0.0%	0
Other, Zone 5	4.2%	12	1.8%	1	0.0%	0	0.0%	0	0.0%	0	19.3%	11	0.0%	0
Oasis Health & Fitness, Ruskin Drive, Dentons Green	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4
Zone 6														
Other, Zone 6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Other, Out of Catchment	1.1%	3	1.8%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know/can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Griffin Fitness Studio, Earle Street, Newton-le-Willows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlestown	1.4%	4	0.0%	0	0.0%	0	22.2%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:	293		56		62		19		72		59		25	
Sample:	292		55		60		27		69		57		24	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q46 Which facility do you normally visit for cinema?														
Zone 1														
Cineworld, Chalon Way West, St Helens	52.7%	268	92.9%	95	50.9%	56	36.1%	9	0.9%	1	66.3%	61	77.6%	47
Zone 4														
Odeon, Cromwell Avenue, Warrington	29.1%	148	4.0%	4	9.4%	10	52.8%	13	94.0%	113	7.9%	7	0.0%	0
Bolton Metropolitan Council														
VUE Cinema, Middlebrook Leisure Park, Bolton	0.6%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Council														
VUE Cinema, Coliseum Way, Ellesmere Port	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Halton Borough Council														
Cineworld, Trident Park, Runcorn	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Other, Halton Council	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Liverpool City Council														
Cineworld, Edge Lane Retail Park, Liverpool	1.0%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.4%	3	1.7%	1
Odeon, Paradise Street, Liverpool	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Showcase Cinema, East Lancashire Road, Liverpool	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	5.2%	3
Other, Liverpool City Council	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Odeon, Dunnings Bridge Road, Liverpool	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.6%	5
Sefton Council														
VUE Cinema, Marine Drive, Southport	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Trafford Council														
Odeon, The Trafford Centre, Manchester	3.0%	15	1.0%	1	6.6%	7	2.8%	1	1.7%	2	2.2%	2	3.4%	2
Wirral Borough Council														
Odeon, Welton Road, Bromborough	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VUE Cinema, Europa Boulevard, Birkenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Council														
Empire Cinema, Anjou Boulevard, Robin Park, Wigan	5.9%	30	0.0%	0	25.5%	28	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Other, Out of Catchment	1.6%	8	0.0%	0	2.8%	3	0.0%	0	2.6%	3	1.1%	1	1.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	509	102	110	25	120	92	61							
Sample:	504	99	106	36	116	89	58							

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q47 Which centre/facility do you normally visit for nightlife such as bars, pubs and nightclubs?														
Zone 1														
St Helens	30.2%	148	68.2%	77	31.5%	36	9.8%	3	1.8%	2	17.7%	14	44.1%	16
Other, Zone 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ashton-in-Makerfield	2.0%	10	0.0%	0	8.1%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	3.3%	16	0.0%	0	12.6%	15	2.4%	1	0.0%	0	0.0%	0	2.9%	1
Haydock, Zone 2	2.3%	11	0.0%	0	9.0%	10	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Haydock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Earlestown	0.7%	3	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	2.1%	10	0.0%	0	0.0%	0	36.6%	10	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Other, Zone 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Zone 5														
Prescot	3.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	15	5.9%	2
Rainhill, Zone 5	2.1%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	9	0.0%	0
Zone 6														
Other, Zone 6	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.7%	5
Bolton Metropolitan Council														
Bolton	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	2.1%	10	0.9%	1	0.0%	0	0.0%	0	0.9%	1	10.1%	8	0.0%	0
Knowsley Council														
Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Council														
Liverpool City Centre	16.6%	82	21.8%	25	7.2%	8	7.3%	2	8.0%	9	35.4%	29	23.5%	8
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	4.9%	24	1.8%	2	5.4%	6	14.6%	4	6.2%	7	1.3%	1	8.8%	3
Sefton Council														
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.8%	4	0.0%	0	0.9%	1	0.0%	0	1.8%	2	1.3%	1	0.0%	0
Warrington Borough Council														
Warrington	19.0%	93	3.6%	4	0.9%	1	9.8%	3	71.7%	84	1.3%	1	0.0%	0
Other, Warrington Council	1.5%	7	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
West Lancashire Borough Council														
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Council														
Leigh	1.9%	9	0.0%	0	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan	2.5%	12	0.9%	1	9.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wigan Council	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Out of Catchment	1.6%	8	0.9%	1	3.6%	4	2.4%	1	0.9%	1	1.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	491		113		115		28		117		81		36	
Sample:	488		110		111		41		113		79		34	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q48 Which centre/facility do you normally visit for restaurants?							
Zone 1							
St Helens	27.4%	204	63.2%	99	26.9%	44	8.1%
Other, Zone 1	0.6%	4	0.0%	0	0.6%	1	2.7%
Zone 2							
Ashton-in-Makerfield	0.7%	5	0.0%	0	2.6%	4	1.4%
Other, Zone 2	2.2%	17	0.0%	0	9.0%	15	4.1%
Haydock, Zone 2	1.6%	12	1.3%	2	5.8%	9	1.4%
Billinge, Zone 2	1.5%	11	0.7%	1	5.8%	9	0.0%
Zone 3							
Earlestown	1.2%	9	0.7%	1	0.0%	0	10.8%
Newton-le-Willows	1.9%	14	0.0%	0	0.0%	0	28.4%
Zone 4							
Other, Zone 4	0.3%	2	0.0%	0	0.0%	0	0.0%
Other, Zone 4	0.1%	1	0.0%	0	0.0%	0	1.4%
Zone 5							
Prescot	3.2%	24	1.3%	2	0.0%	0	0.0%
Rainhill, Zone 5	1.7%	12	0.0%	0	0.0%	0	0.0%
Other, Zone 5	0.6%	4	0.0%	0	1.9%	3	0.0%
Zone 6							
Other, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%
Rainford, Zone 6	1.9%	15	3.9%	6	0.6%	1	0.0%
Bolton Metropolitan Council							
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%
Halton Borough Council							
Runcorn	0.1%	1	0.0%	0	0.0%	0	0.0%
Widnes	1.8%	13	0.7%	1	0.6%	1	0.0%
Knowsley Council							
Huyton	0.4%	3	0.0%	0	0.0%	0	1.4%
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Liverpool City Centre	13.3%	99	12.5%	20	7.1%	11	5.4%
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Council							
Manchester City Centre	6.8%	51	5.9%	9	8.3%	14	4.1%
Sefton Council							
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%
Southport	2.1%	16	0.7%	1	1.9%	3	4.1%
Warrington Borough Council							
Warrington	19.9%	149	3.3%	5	5.8%	9	18.9%
Other, Warrington Borough Council	1.4%	10	0.0%	0	0.6%	1	0.0%
West Lancashire Borough Council							
Skelmersdale	0.1%	1	0.0%	0	0.0%	0	0.0%
Other, West Lancashire	0.1%	1	0.0%	0	0.6%	1	0.0%
Wigan Council							
Leigh	1.1%	8	0.7%	1	3.8%	6	0.0%
Wigan	3.2%	24	1.3%	2	10.3%	17	1.4%
Other, Wigan Borough Council	0.3%	2	0.0%	0	1.3%	2	0.0%
Other, Out of Catchment	4.1%	30	3.9%	6	6.4%	10	6.8%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Liverpool City Council	0.1%	1	0.0%	0	0.0%	0	0.0%
(Don't know/can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Do not do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	746	156	162	51	173	130	73
Sample:	745	152	156	74	167	126	70

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q49 Which centre/facility do you normally visit for ten-pin bowling?							
Zone 4							
LA Bowl, Winwick Quay, Warrington	74.0%	173	78.9%	31	57.7%	31	96.7%
Cheshire Council							
Tenpin, Coliseum Leisure Park, Cheshire Oaks	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Council							
Hollywood Bowl, Edge Lane Retail Park, Liverpool	7.9%	19	2.6%	1	0.0%	0	0.0%
Sefton Council							
Tenpin, Switch Island Leisure Park, Bootle	1.8%	4	0.0%	0	0.0%	0	0.0%
Wigan Council							
AMF Bowling, Wallgate, Wigan	13.6%	32	15.8%	6	36.5%	20	3.3%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton Metropolitan Council							
Hollywood Bowl, Middlebrook Retail Park, Bolton	0.9%	2	0.0%	0	3.8%	2	0.0%
Megabowl, Switch Island Leisure Park, Bootle	0.4%	1	0.0%	0	0.0%	0	0.0%
Manchester City Council							
Namco Station, Trafford Centre, Manchester	0.9%	2	2.6%	1	1.9%	1	0.0%
Tenpin, Parrswood Centre, Manchester	0.4%	1	0.0%	0	0.0%	0	0.0%
(Don't know/can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Do not do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	234	39	54	21	74	33	14
Sample:	236	38	52	30	71	32	13

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q50 Which centre/facility do you normally visit for bingo?														
Zone 1														
Hippodrome Social Club, Corporation Street, St Helens	11.1%	9	13.0%	3	12.5%	2	30.0%	2	5.0%	1	10.0%	1	0.0%	0
Mecca, Kirkland Street, St Helens	23.1%	19	39.1%	9	25.0%	4	10.0%	1	5.0%	1	10.0%	1	60.0%	3
Bolton Metropolitan Council														
Mecca, Moor Lane, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Brightmet Fold Lane, Bolton	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Cheshire Council														
Mecca, Marina Drive, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Gala, Lugsdale Road, Widnes	3.7%	3	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Council														
Gala, Telegraph Way, Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Council														
Gala, Stonedale Retail & Leisure Park, Liverpool	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	20.0%	1
Gala, Wavertree Retail Park, Liverpool	2.5%	2	0.0%	0	6.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Mecca, East Prescott Road, Liverpool	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Sefton Council														
Buckingham Bingo, Stanley Road, Bootle	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Mecca, Lord Street, Southport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Borough Council														
Gala, Prince Henry Square, Warrington	18.6%	16	0.0%	0	6.2%	1	30.0%	2	55.0%	11	10.0%	1	0.0%	0
Wigan Council														
Gala, Robin Park, Wigan	1.2%	1	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Crompton Street, Wigan	2.5%	2	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Europa Centre, Birkenhead	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
BJS Luxury Bingo, Ellemere Street, Leigh	5.0%	4	0.0%	0	18.7%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Bingo Hall, Earlestown	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Bingo, Earlestown	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Bingo, Eccleston	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Bingo, Leigh	2.5%	2	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo, Pilkington	1.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo, Prescott	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Bingo, St Helens	2.5%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo, Warrington	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Buckingham Bingo Hall, Poplar Bank, Huyton	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Community Centre, Festival Avenue, Warrington	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
East Sutton Labour Club, Ellen Street, St Helens	1.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local club, St Helens	1.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Balm Road, Leeds	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
St Josephs Social, Marshalls Cross Road, St Helens	2.5%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tetley Walters, Long Lane, Warrington	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Thatto Heath Labour Club, Elephant Lane, St Helens	1.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Buckingham Bingo Club Huyton, Poplar Bank, Merseyide	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Whiston Labour Club,	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	
Church Row, Prescot (Don't know/can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	83	24	17	7	21	10	5	
Sample:	84	23	16	10	20	10	5	

Q51 Which centre/facility do you normally visit for art/culture activities (i.e. theatres/galleries/museums)?

Zone	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Zone 1														
St Helens	10.0%	52	22.3%	24	13.1%	14	7.5%	3	0.8%	1	5.4%	5	11.3%	6
Zone 2														
Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Earlestown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-le-Willows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bolton Metropolitan Council														
Bolton	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Borough Council														
Runcorn	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.1%	1	0.0%	0
Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Council														
Huyton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Council														
Liverpool City Centre	51.3%	269	56.3%	60	43.4%	45	43.4%	16	32.8%	43	80.4%	76	54.7%	30
Speke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Council														
Manchester City Centre	25.3%	133	15.5%	16	29.3%	30	34.0%	12	41.6%	54	6.5%	6	24.5%	14
Sefton Council														
Bootle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.8%	4	1.9%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Borough Council														
Warrington	5.0%	26	0.0%	0	0.0%	0	9.4%	3	17.6%	23	0.0%	0	0.0%	0
Wigan Council														
Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skelmersdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan	0.4%	2	0.0%	0	2.0%	2	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
Abroad	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.9%	1
Blackpool	0.6%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	1
Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Golborne	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
London	3.1%	16	1.0%	1	6.1%	6	1.9%	1	1.6%	2	4.3%	4	3.8%	2
Rochdale Town	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford Town	0.5%	3	1.0%	1	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know/can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not do this activity)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	525	106	103	36	130	95	55							
Sample:	525	103	99	53	125	92	53							

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q52 How do you normally travel to do leisure activities?														
Car/van (as driver)	47.5%	475	33.9%	79	47.2%	97	43.6%	30	60.6%	136	42.9%	69	59.2%	64
Car/van (as passenger)	12.9%	129	11.5%	27	14.2%	29	14.9%	10	13.4%	30	10.3%	16	15.5%	17
Bus, minibus or coach	8.4%	84	12.8%	30	8.6%	18	6.9%	5	5.1%	11	9.0%	14	5.8%	6
Motorcycle, scooter or moped	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.7%	37	6.6%	15	2.5%	5	3.0%	2	3.7%	8	2.6%	4	1.9%	2
Taxi	2.8%	28	4.4%	10	3.6%	7	0.0%	0	0.9%	2	3.2%	5	2.9%	3
Train	16.4%	164	17.6%	41	18.8%	38	20.8%	14	9.7%	22	25.6%	41	6.8%	7
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't normally do these activities)	7.8%	78	12.8%	30	4.1%	8	10.9%	8	6.0%	14	6.4%	10	7.8%	8
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103
GEN Gender of respondent														
Male	27.6%	276	30.0%	70	27.4%	56	25.7%	18	26.9%	60	22.4%	36	33.0%	36
Female	72.4%	724	70.0%	163	72.6%	149	74.3%	52	73.1%	164	77.6%	125	67.0%	72
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103
AGE Age of respondent														
18-24 years	1.8%	18	1.3%	3	2.5%	5	0.0%	0	1.9%	4	1.9%	3	1.9%	2
25-34 years	5.7%	57	5.7%	13	10.2%	21	6.9%	5	3.7%	8	4.5%	7	1.9%	2
35-44 years	16.5%	165	16.7%	39	17.8%	36	14.9%	10	22.2%	50	10.9%	18	10.7%	11
45-54 years	24.5%	245	27.3%	64	22.8%	47	22.8%	16	25.5%	57	21.8%	35	24.3%	26
55-64 years	18.0%	180	16.3%	38	18.3%	37	9.9%	7	21.3%	48	17.9%	29	19.4%	21
65 plus	33.4%	334	32.6%	76	27.9%	57	45.5%	32	25.5%	57	41.7%	67	41.7%	45
(Refused)	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103
ETH Ethnicity of Respondent														
White	98.8%	988	97.4%	227	99.5%	204	100.0%	69	98.1%	220	99.4%	160	100.0%	108
Indian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Black African	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	1.8%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103
SEG Socio-economic group														
A	2.0%	20	1.8%	4	2.0%	4	3.0%	2	1.9%	4	1.9%	3	1.9%	2
B	12.5%	125	11.9%	28	12.2%	25	10.9%	8	14.4%	32	9.0%	14	16.5%	18
C1	30.8%	308	28.6%	67	29.9%	61	29.7%	21	36.1%	81	28.2%	45	31.1%	33
C2	19.4%	194	16.3%	38	21.3%	44	20.8%	14	20.4%	46	19.2%	31	19.4%	21
D	13.2%	132	20.7%	48	13.2%	27	7.9%	5	12.0%	27	10.3%	16	6.8%	7
E	15.7%	157	16.7%	39	13.2%	27	20.8%	14	10.6%	24	19.2%	31	20.4%	22
(Refused)	6.5%	65	4.0%	9	8.1%	17	6.9%	5	4.6%	10	12.2%	20	3.9%	4
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
CWE Is the chief wage earner full-time or part-time?														
<i>Those who are employed</i>														
Full-time	64.3%	506	60.1%	113	67.7%	111	67.1%	34	68.5%	131	56.5%	63	65.8%	54
Part-time	9.5%	75	9.8%	18	8.9%	15	6.8%	3	10.3%	20	11.1%	12	7.6%	6
Retired	23.4%	184	25.1%	47	20.3%	33	23.3%	12	19.6%	37	30.6%	34	25.3%	21
Disabled	0.9%	7	1.1%	2	1.9%	3	1.4%	1	0.5%	1	0.0%	0	0.0%	0
(Refused)	1.9%	15	3.8%	7	1.3%	2	1.4%	1	1.1%	2	1.9%	2	1.3%	1
Weighted base:		787		188		164		50		191		111		82
Sample:		785		183		158		73		184		108		79

HOM Do you own your own home?														
Yes	83.6%	836	80.2%	187	83.8%	172	71.3%	49	88.0%	197	84.0%	135	89.3%	96
No	14.4%	144	19.4%	45	12.7%	26	27.7%	19	11.1%	25	11.5%	19	9.7%	10
(Refused)	1.9%	19	0.4%	1	3.6%	7	1.0%	1	0.9%	2	4.5%	7	1.0%	1
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

ADU How many adults, including yourself, live in your household (16 years and above)?														
One	28.9%	289	33.5%	78	19.3%	39	36.6%	25	29.2%	65	30.1%	48	30.1%	32
Two	50.5%	505	43.2%	101	59.9%	123	46.5%	32	52.3%	117	50.0%	80	47.6%	51
Three	13.4%	134	15.4%	36	13.7%	28	10.9%	8	12.5%	28	10.3%	16	16.5%	18
Four	5.7%	57	6.2%	14	6.1%	12	5.0%	3	4.2%	9	8.3%	13	3.9%	4
Five	0.6%	6	0.9%	2	0.5%	1	0.0%	0	0.5%	1	0.6%	1	1.0%	1
Six or more	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.8%	8	0.9%	2	0.5%	1	0.0%	0	1.4%	3	0.6%	1	1.0%	1
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

CHI How many children live in your household, aged 15 years and under?														
None	76.1%	761	77.5%	181	73.1%	150	76.2%	53	73.1%	164	80.8%	130	77.7%	84
One	11.6%	116	10.6%	25	16.2%	33	11.9%	8	11.1%	25	8.3%	13	10.7%	11
Two	9.2%	92	8.4%	20	7.1%	15	10.9%	8	11.6%	26	9.6%	15	8.7%	9
Three	1.8%	18	2.6%	6	2.5%	5	1.0%	1	1.9%	4	0.6%	1	1.0%	1
Four	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.1%	11	0.9%	2	1.0%	2	0.0%	0	1.9%	4	0.6%	1	1.9%	2
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

CAR How many cars does your household own or have the use of?														
None	14.6%	146	20.7%	48	6.1%	12	23.8%	16	11.6%	26	16.0%	26	15.5%	17
One	45.6%	456	48.9%	114	50.3%	103	41.6%	29	44.9%	101	42.9%	69	37.9%	41
Two	30.8%	308	22.9%	53	29.9%	61	30.7%	21	35.6%	80	34.6%	56	34.0%	37
Three or more	8.3%	83	6.6%	15	13.2%	27	4.0%	3	6.9%	16	5.8%	9	11.7%	13
(Refused)	0.7%	7	0.9%	2	0.5%	1	0.0%	0	0.9%	2	0.6%	1	1.0%	1
Weighted base:		1000		233		205		69		224		161		108
Sample:		1000		227		197		101		216		156		103

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
PS Postcode														
L33 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7
L34 0	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
L34 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
L34 2	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	18	0.0%	0
L34 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
L34 6	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0
L34 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
L35 0	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11	0.0%	0
L35 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
L35 2	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0
L35 3	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	32	0.0%	0
L35 4	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	12	0.0%	0
L35 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
L35 6	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
L35 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
L35 8	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0
L35 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0
L39 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
WA2 0	4.3%	43	0.0%	0	0.0%	0	0.0%	0	19.0%	43	0.0%	0	0.0%	0
WA2 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	6.9%	16	0.0%	0	0.0%	0
WA2 8	2.0%	20	0.0%	0	0.0%	0	0.0%	0	8.8%	20	0.0%	0	0.0%	0
WA2 9	1.8%	18	0.0%	0	0.0%	0	0.0%	0	7.9%	18	0.0%	0	0.0%	0
WA3 1	0.9%	9	0.0%	0	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA3 2	2.6%	26	0.0%	0	12.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA3 3	2.8%	28	0.0%	0	13.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA5 0	1.5%	15	0.0%	0	0.0%	0	0.0%	0	6.5%	15	0.0%	0	0.0%	0
WA5 3	4.8%	48	0.0%	0	0.0%	0	0.0%	0	21.3%	48	0.0%	0	0.0%	0
WA5 4	2.6%	26	0.0%	0	0.0%	0	0.0%	0	11.6%	26	0.0%	0	0.0%	0
WA5 7	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	9	0.0%	0	0.0%	0
WA5 8	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	9	0.0%	0	0.0%	0
WA5 9	2.2%	22	0.0%	0	0.0%	0	0.0%	0	9.7%	22	0.0%	0	0.0%	0
WA8 3	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0
WA8 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0
WA9 1	0.8%	8	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA9 2	1.2%	12	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA9 3	3.5%	35	15.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA9 4	5.1%	51	22.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA9 5	4.1%	41	17.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA101	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA102	1.3%	13	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA103	2.4%	24	10.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA104	4.5%	45	19.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA105	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	18
WA106	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	20
WA110	5.0%	50	0.0%	0	24.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA117	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	23
WA118	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	29
WA119	5.0%	50	0.0%	0	24.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA120	1.2%	12	0.0%	0	0.0%	0	17.8%	12	0.0%	0	0.0%	0	0.0%	0
WA128	2.2%	22	0.0%	0	0.0%	0	31.7%	22	0.0%	0	0.0%	0	0.0%	0
WA129	3.5%	35	0.0%	0	0.0%	0	50.5%	35	0.0%	0	0.0%	0	0.0%	0
WN5 7	4.2%	42	0.0%	0	20.3%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000	233		205		69		224		161		108		
Sample:	1000	227		197		101		216		156		103		

QUOTA Zone

Zone 1	23.3%	233	100.0%	233	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	20.5%	205	0.0%	0	100.0%	205	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.9%	69	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0
Zone 4	22.4%	224	0.0%	0	0.0%	0	0.0%	0	100.0%	224	0.0%	0	0.0%	0
Zone 5	16.1%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	161	0.0%	0
Zone 6	10.8%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	108
Weighted base:	1000	233		205		69		224		161		108		
Sample:	1000	227		197		101		216		156		103		