

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where do you go for your main food and grocery shopping?</b>																		
<i>Total sample</i>																		
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Asda, Cowpen Road, Blyth	14.8%	223	0.0%	0	4.0%	5	2.0%	1	34.0%	25	53.5%	54	8.9%	9	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	2.1%	32	12.0%	22	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.7%	11	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1
Asda, Lyntonville Terrace, Ashington	9.2%	138	0.0%	0	2.0%	3	7.0%	2	42.0%	31	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.2%	94	0.0%	0	0.0%	0	2.0%	1	2.0%	1	3.0%	3	19.8%	19	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	1.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	26.7%	31
Asda, Spott Road, Dunbar	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	17.8%	21
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	2.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Centre, Gateshead	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	3.3%	50	3.0%	6	31.7%	40	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13
Morrisons, Front Street, Consett	6.0%	90	49.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	4.7%	71	1.0%	2	3.0%	4	46.0%	15	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.5%	53	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	30.7%	30	6.0%	6	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Morrisons, Two Ball Lonnen, Cowgate	0.6%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Netto, High Row, Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1
Sainsbury's Local, Lane Head, Ryton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Aesica Road, Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	2.6%	40	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14	1.0%	1	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	2.2%	33	1.0%	2	15.8%	20	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Parsons Drive, Ryton	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	3.9%	59	1.0%	2	3.0%	4	7.0%	2	0.0%	0	4.0%	4	3.0%	3	26.0%	27	5.0%	6
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	6.3%	95	0.0%	0	3.0%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.9%	16
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Tesco, Delves Lane, Consett	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.9%	13	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	1.9%	29	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	7
Waitrose, Wentworth Park, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Hexham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	2.1%	31	1.0%	2	4.0%	5	2.0%	1	1.0%	1	0.0%	0	2.0%	2	9.0%	10	2.0%	2
Internet/ Home Delivery	3.3%	51	7.0%	13	2.0%	3	6.0%	2	1.0%	1	4.0%	4	6.9%	7	3.0%	3	4.0%	5
Varies	1.1%	16	1.0%	2	2.0%	3	4.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	1.1%	16	4.0%	7	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where do you go for your main food and grocery shopping?</b>																		
<i>Excluding those who said 'Varies' at Q01</i>																		
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Asda, Cowpen Road, Blyth	15.0%	223	0.0%	0	4.0%	5	2.1%	1	34.3%	25	53.5%	54	9.0%	9	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	2.2%	32	12.1%	22	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.8%	11	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	7	1.0%	1
Asda, Lyntonville Terrace, Ashington	9.3%	138	0.0%	0	2.0%	3	7.3%	2	42.4%	31	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.3%	94	0.0%	0	0.0%	0	2.1%	1	2.0%	1	3.0%	3	20.0%	19	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	1.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	27.3%	31
Asda, Spott Road, Dunbar	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.2%	21
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	2.0%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Centre, Gateshead	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	3.3%	50	3.0%	6	32.3%	40	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	13
Morrisons, Front Street, Consett	6.0%	90	49.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	4.8%	71	1.0%	2	3.0%	4	47.9%	15	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	3.6%	53	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	31.0%	30	6.1%	6	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Netto, Choppington Road, Bedlington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Netto, High Row, Lemington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Netto, Woodhorn Road, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lane Head, Ryton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	1.0%	1
Sainsbury's, Aesica Road, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	2.7%	40	0.0%	0	0.0%	0	4.2%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	1.0%	1	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.2%	33	1.0%	2	16.2%	20	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Parsons Drive, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Roxborough Street, Kelso	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	3.9%	59	1.0%	2	3.0%	4	7.3%	2	0.0%	0	4.0%	4	3.0%	3	26.3%	27	5.1%	6
Tesco Extra, Tynedale Retail Park, Hexham	6.4%	95	0.0%	0	3.0%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	14.1%	16
Tesco, Delves Lane, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Tesco, Market Place, Bedlington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.9%	13	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	29	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.1%	7
Local Shops, Carlisle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Hexham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.0%	0
Other	2.1%	31	1.0%	2	4.0%	5	2.1%	1	1.0%	1	0.0%	0	2.0%	2	9.1%	10
Internet/ Home Delivery	3.4%	51	7.1%	13	2.0%	3	6.3%	2	1.0%	1	4.0%	4	7.0%	7	3.0%	3
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	1.1%	16	4.0%	7	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1493	182		125	32	74	101	97	105	115						
Sample:	1491	99		99	96	99	101	100	99	99						

### Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

Accessibility by public transport	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	3.0%	3
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.5%	37	2.0%	4	3.0%	4	11.0%	4	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1
Choice of food goods available	10.8%	163	13.0%	24	5.0%	6	10.0%	3	12.0%	9	14.9%	15	5.9%	6	14.0%	15	5.9%	7
Choice of shops nearby selling non-food goods	0.5%	7	1.0%	2	0.0%	0	1.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	1.1%	17	1.0%	2	3.0%	4	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Entertainment/events	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit/always use it/preference for retailer	8.5%	128	5.0%	9	8.9%	11	6.0%	2	12.0%	9	6.9%	7	13.9%	14	11.0%	12	5.0%	6
Lower prices	15.5%	234	16.0%	29	11.9%	15	6.0%	2	7.0%	5	14.9%	15	12.9%	13	20.0%	21	18.8%	22
Near to home	37.8%	570	38.0%	70	43.6%	55	41.0%	14	48.0%	36	41.6%	42	41.6%	41	30.0%	32	39.6%	46
Near to work	1.7%	26	1.0%	2	3.0%	4	5.0%	2	2.0%	1	0.0%	0	3.0%	3	1.0%	1	3.0%	3
Provision of leisure facilities nearby	0.2%	2	0.0%	0	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality of food goods available	5.6%	85	5.0%	9	5.0%	6	6.0%	2	6.0%	4	5.0%	5	5.0%	5	2.0%	2	5.9%	7
Quality of shops selling food goods	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shopping environment	0.7%	11	2.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Staff discount/work there	1.6%	24	2.0%	4	3.0%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Value for money	3.4%	51	1.0%	2	5.0%	6	1.0%	0	2.0%	1	1.0%	1	5.9%	6	4.0%	4	5.0%	6
Other	1.4%	22	3.0%	6	0.0%	0	1.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2
Convenience	0.7%	11	1.0%	2	3.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Delivery	1.1%	17	1.0%	2	0.0%	0	6.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Big	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Friendly/Helpful Staff	0.3%	5	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Loyalty card	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one	0.5%	8	1.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Get a lift	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't know / no reason in particular)	3.4%	52	7.0%	13	2.0%	3	2.0%	1	3.0%	2	1.0%	1	4.0%	4	4.0%	4	3.0%	3
Weighted base:	1509	184		127	34	74	101	98	106	117								
Sample:	1509	100		101	100	100	101	101	100	101								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?</b>																		
Too far away	2.0%	31	3.0%	6	4.0%	5	3.0%	1	2.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2
Difficult to get to	0.3%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Difficult/ expensive parking	1.7%	26	1.0%	2	2.0%	3	4.0%	1	3.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Lack of parking	1.7%	25	0.0%	0	5.9%	8	0.0%	0	7.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.3%	80	5.0%	9	5.9%	8	8.0%	3	7.0%	5	3.0%	3	9.9%	10	4.0%	4	4.0%	5
Too small	3.4%	51	2.0%	4	5.0%	6	5.0%	2	0.0%	0	6.9%	7	1.0%	1	1.0%	1	3.0%	3
Poor internal layout	1.1%	17	0.0%	0	0.0%	0	2.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	5
Poor quality	1.2%	18	2.0%	4	1.0%	1	2.0%	1	0.0%	0	5.0%	5	1.0%	1	0.0%	0	1.0%	1
Expensive	4.0%	60	2.0%	4	7.9%	10	7.0%	2	3.0%	2	3.0%	3	3.0%	3	5.0%	5	9.9%	12
No petrol station	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Staff rude/ unhelpful	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	70.0%	1057	77.0%	142	53.5%	68	59.0%	20	68.0%	51	64.4%	65	77.2%	76	77.0%	81	64.4%	75
Other	3.2%	49	3.0%	6	7.9%	10	3.0%	1	3.0%	2	6.9%	7	2.0%	2	3.0%	3	4.0%	5
Narrow aisles	0.4%	6	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long queues	0.7%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Too big	0.8%	12	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Too busy	1.5%	23	4.0%	7	1.0%	1	1.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Lack of checkouts	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unstocked shelves	0.4%	6	1.0%	2	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited disabled parking	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lack of named brands	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Moving products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Poor environment	0.2%	3	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Items blocking aisles	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Food goes off too quickly	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184	127	34	74	101	98	106	117									
Sample:	1509	100	101	100	100	101	101	100	101									

**Q04 Which retailer do you purchase your main food internet/ home delivery shopping from?**

*Those who do internet shopping at Q01*

Asda	54.7%	28	100.0%	13	100.0%	3	16.7%	0	0.0%	0	25.0%	1	57.1%	4	0.0%	0	25.0%	1
Tesco	38.8%	20	0.0%	0	0.0%	0	83.3%	2	100.0%	1	75.0%	3	42.9%	3	100.0%	3	75.0%	3
Other	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	51	13	3	2	1	4	7	3	5									
Sample:	50	7	2	6	1	4	7	3	4									

**Q05 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)**

Daily	0.6%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
At least two times a week	8.0%	121	5.0%	9	9.9%	13	7.0%	2	16.0%	12	9.9%	10	8.9%	9	6.0%	6	5.0%	6
At least once a week	68.6%	1035	58.0%	107	68.3%	87	69.0%	23	67.0%	50	72.3%	73	71.3%	70	64.0%	68	65.3%	77
At least once a fortnight	13.9%	209	17.0%	31	14.9%	19	16.0%	5	10.0%	7	7.9%	8	14.9%	15	15.0%	16	20.8%	24
At least once a month	8.4%	127	20.0%	37	5.9%	8	8.0%	3	6.0%	4	9.9%	10	5.0%	5	13.0%	14	6.9%	8
At least every two months	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don't know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184	127	34	74	101	98	106	117									
Sample:	1509	100	101	100	100	101	101	100	101									

**Q06 How do you normally travel to...? (Store/destination mentioned at Q01)**

*Those who do not do internet shopping at Q01*

Car/van (as driver)	63.3%	924	60.2%	103	80.8%	101	83.0%	26	53.5%	39	64.9%	63	62.8%	58	64.9%	67	61.9%	70
Car/van (as passenger)	24.0%	351	31.2%	53	11.1%	14	14.9%	5	32.3%	24	21.6%	21	25.5%	23	24.7%	25	23.7%	27
Bus, minibus or coach	5.5%	80	3.2%	6	1.0%	1	1.1%	0	7.1%	5	8.2%	8	6.4%	6	5.2%	5	10.3%	12
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.3%	77	4.3%	7	7.1%	9	1.1%	0	4.0%	3	4.1%	4	2.1%	2	3.1%	3	4.1%	5
Taxi	0.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shop via Internet	0.5%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1458	171	125	31	74	97	92	103	113									
Sample:	1459	93	99	94	99	97	94	97	97									

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q07 How long did your journey to (Store/destination mentioned at Q01) take?</b>																		
<i>Those who do not do internet shopping at Q01</i>																		
0-5 minutes	29.4%	429	24.7%	42	33.3%	42	19.1%	6	27.3%	20	42.3%	41	25.5%	23	9.3%	10	14.4%	16
6-10 minutes	27.3%	399	10.8%	18	13.1%	16	13.8%	4	33.3%	25	38.1%	37	46.8%	43	39.2%	40	16.5%	19
11-15 minutes	14.8%	215	8.6%	15	8.1%	10	14.9%	5	23.2%	17	7.2%	7	21.3%	19	28.9%	30	25.8%	29
16-20 minutes	12.6%	184	14.0%	24	13.1%	16	27.7%	9	8.1%	6	11.3%	11	3.2%	3	13.4%	14	29.9%	34
21-30 minutes	11.0%	161	33.3%	57	18.2%	23	22.3%	7	3.0%	2	1.0%	1	3.2%	3	4.1%	4	10.3%	12
31-60 minutes	3.6%	52	7.5%	13	13.1%	16	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Over 60 minutes	0.5%	7	1.1%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
(Don't know/can't remember)	0.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.1%	3	2.1%	2
Mean:		12.0		17.8		16.7		15.2		10.5		7.4		8.5		12.5		13.8
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97
<b>Q08 When you go main food shopping is your journey part of another journey/ activity?</b>																		
<i>Those who do not do internet shopping at Q01</i>																		
Yes – travelling to work	1.3%	19	1.1%	2	2.0%	3	1.1%	0	1.0%	1	1.0%	1	2.1%	2	1.0%	1	2.1%	2
Yes – travelling from work	7.5%	109	3.2%	6	12.1%	15	18.1%	6	4.0%	3	8.2%	8	8.5%	8	8.2%	8	11.3%	13
Yes – travelling to school/college	0.8%	12	2.2%	4	1.0%	1	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes – travelling from school/college	0.4%	6	1.1%	2	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes – Other	3.4%	50	6.5%	11	2.0%	3	3.2%	1	4.0%	3	2.1%	2	2.1%	2	7.2%	7	3.1%	3
No	85.6%	1249	84.9%	145	81.8%	102	73.4%	23	89.9%	66	86.6%	84	86.2%	79	81.4%	84	82.5%	93
Don't Know	0.9%	13	1.1%	2	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97
<b>Q09 When do you do your main food shopping?</b>																		
Weekdays during the day	48.7%	735	46.0%	85	40.6%	52	59.0%	20	45.0%	33	41.6%	42	55.4%	55	52.0%	55	45.5%	53
Weekdays during the evening	12.7%	191	12.0%	22	11.9%	15	18.0%	6	13.0%	10	14.9%	15	12.9%	13	12.0%	13	13.9%	16
Saturday	14.4%	217	18.0%	33	25.7%	33	8.0%	3	13.0%	10	16.8%	17	6.9%	7	13.0%	14	11.9%	14
Sunday	2.6%	39	1.0%	2	3.0%	4	2.0%	1	2.0%	1	3.0%	3	3.0%	3	1.0%	1	1.0%	1
Varies	21.2%	320	22.0%	40	18.8%	24	13.0%	4	27.0%	20	23.8%	24	20.8%	20	21.0%	22	26.7%	31
Don't know	0.5%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>																		
<i>Those who do not do internet shopping at Q01</i>																		
Yes – non-food shopping	11.1%	162	15.1%	26	8.1%	10	10.6%	3	10.1%	7	7.2%	7	5.3%	5	9.3%	10	14.4%	16
Yes – leisure activity	4.1%	59	6.5%	11	6.1%	8	6.4%	2	6.1%	4	7.2%	7	2.1%	2	2.1%	2	3.1%	3
Yes – visiting services such as banks and other financial institutions	4.9%	72	4.3%	7	4.0%	5	14.9%	5	2.0%	1	3.1%	3	1.1%	1	5.2%	5	6.2%	7
Yes – other activity	6.7%	97	3.2%	6	9.1%	11	12.8%	4	3.0%	2	6.2%	6	6.4%	6	8.2%	8	5.2%	6
Varies	3.1%	45	1.1%	2	1.0%	1	4.3%	1	2.0%	1	3.1%	3	3.2%	3	0.0%	0	3.1%	3
No	69.7%	1016	68.8%	118	71.7%	90	51.1%	16	76.8%	57	72.2%	70	81.9%	75	74.2%	76	67.0%	75
Don't Know	0.5%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q11 Where do you do this linked trip? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Those who do a linked trip at Q10</i>																		
Allendale	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	6.7%	29	3.6%	2	50.0%	18	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.2%	36	0.0%	0	0.0%	0	0.0%	0	30.4%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.1%	5	0.0%	0	0.0%	0	2.2%	0	8.7%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.3%	28	53.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Blyth	12.9%	56	0.0%	0	3.6%	1	0.0%	0	30.4%	5	46.2%	12	5.9%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	10
Cramlington	9.4%	41	0.0%	0	0.0%	0	6.5%	1	4.4%	1	15.4%	4	41.2%	7	4.2%	1	0.0%	0
Corbridge	0.3%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.4%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	1	3.8%	1	0.0%	0	4.2%	1	0.0%	0
Galashiels	3.1%	14	14.3%	7	17.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	8.3%	2	0.0%	0
Gosforth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
Haltwhistle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	15.4%	67	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	4	25.8%	9
Kelso	1.8%	8	10.7%	6	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	2.3%	10	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	23.5%	4	4.2%	1	0.0%	0
Morpeth	7.2%	31	0.0%	0	3.6%	1	58.7%	9	8.7%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	2.8%	12	0.0%	0	10.7%	4	6.5%	1	0.0%	0	3.8%	1	0.0%	0	8.3%	2	0.0%	0
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Ponteland	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Prudhoe	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	5
Rothbury	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.8%	4	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	17.6%	3	0.0%	0	0.0%	0
Widdrington Station	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	4	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Metro Centre, Gateshead	3.8%	17	3.6%	2	0.0%	0	0.0%	0	4.4%	1	3.8%	1	0.0%	0	4.2%	1	29.0%	10
Other	3.2%	14	7.1%	4	3.6%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	3.2%	1
Weighted base:		436		52		35		15		17		26		17		25		36
Sample:		455		28		28		46		23		26		17		24		31

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

Yes	80.2%	1210	85.0%	156	82.2%	105	80.0%	27	75.0%	56	85.1%	86	79.2%	78	71.0%	75	76.2%	89
No	19.8%	299	15.0%	28	17.8%	23	20.0%	7	25.0%	19	14.9%	15	20.8%	20	29.0%	31	23.8%	28
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q13 Where do you go for this 'top-up' shopping?</b>																		
<i>Total sample</i>																		
Aldi, Cowpen Road, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.3%	40	0.0%	0	0.0%	0	0.0%	0	1.3%	1	17.4%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Asda, Lyntonville Terrace, Ashington	2.9%	35	0.0%	0	0.0%	0	2.5%	1	16.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	3.9%	47	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	8.8%	7	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	2
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Market Square, Duns	1.0%	12	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirside	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Co-op Supermarket, Station Road, Bedlington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.9%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	28
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.5%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	1.2%	1	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.4%	1	2.6%	2
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	12.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.6%	20	1.2%	2	15.7%	16	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Morrisons, North Road, Berwick-upon-Tweed	2.2%	27	16.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.5%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.2%	38	0.0%	0	0.0%	0	27.5%	7	4.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Lane Head, Ryton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	14	0.0%	0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's, Aescia Road, Haltwhistle	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	6.3%	5	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.0%	24	1.2%	2	18.1%	19	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.9%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.3%	16	5.9%	9	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Tynedale Retail Park, Hexham	1.5%	19	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco, Market Place, Bedlington	2.3%	28	0.0%	0	0.0%	0	0.0%	0	1.3%	1	30.2%	26	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ashington	1.2%	14	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Coldstream	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Corbridge	0.2%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Guide Post	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.8%	22	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.7%	8	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Ponteland	1.1%	13	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	13	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Local Shops, Rothbury	0.4%	5	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Local Shops, Stakeford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wooler	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.8%	7
Other	6.6%	79	2.4%	4	7.2%	8	7.5%	2	8.0%	4	4.7%	4	20.0%	16	22.5%	17	7.8%	7
Internet/ Home Delivery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	7.2%	87	0.0%	0	7.2%	8	11.3%	3	1.3%	1	3.5%	3	11.3%	9	8.5%	6	13.0%	12
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	1.4%	17	0.0%	0	15.7%	16	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Weighted base:	1210	156		105		27		56		86		78		75		89		
Sample:	1203	85		83		80		75		86		80		71		77		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q13 Where do you go for this 'top-up' shopping?</b>																		
<i>Excluding those who said 'Varies' at Q13</i>																		
Aldi, Cowpen Road, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.5%	40	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.1%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Asda, Lyntonville Terrace, Ashington	3.1%	35	0.0%	0	0.0%	0	2.8%	1	16.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	9.9%	7	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.0%	2
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Market Square, Duns	1.1%	12	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirside	0.6%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Co-op Supermarket, Station Road, Bedlington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	1.0%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	28
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.6%	6	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	1.3%	1	2.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.5%	1	3.0%	2
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	14.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.8%	20	1.2%	2	16.9%	16	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Morrisons, North Road, Berwick-upon-Tweed	2.4%	27	16.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.8%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.4%	38	0.0%	0	0.0%	0	31.0%	7	4.1%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	7.0%	5	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Local, Lane Head, Ryton	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	14	0.0%	0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sainsbury's, Aescia Road, Haltwhistle	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	7.0%	5	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.1%	24	1.2%	2	19.5%	19	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	1.0%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.4%	16	5.9%	9	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Tynedale Retail Park, Hexham	1.6%	19	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco, Market Place, Bedlington	2.5%	28	0.0%	0	0.0%	0	0.0%	0	1.4%	1	31.3%	26	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ashington	1.3%	14	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.2%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Coldstream	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local Shops, Corbridge	0.3%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Guide Post	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.9%	22	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.7%	8	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Ponteland	1.2%	13	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	18.5%	13	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Local Shops, Rothbury	0.4%	5	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Local Shops, Stakeford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wooler	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	9.0%	7
Other	7.1%	79	2.4%	4	7.8%	8	8.5%	2	8.1%	4	4.8%	4	22.5%	16	24.6%	17
Internet/ Home Delivery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	1.6%	17	0.0%	0	16.9%	16	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Weighted base:	1123	156		97	24	55	83	69	69	78						
Sample:	1111	85	77	71	74	83	71	65	67							

**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	7.3%	88	7.1%	11	6.0%	6	5.0%	1	8.0%	4	9.3%	8	6.3%	5	2.8%	2	9.1%	8
Two or more times a week	52.2%	631	54.1%	85	55.4%	58	32.5%	9	53.3%	30	54.7%	47	40.0%	31	60.6%	45	44.2%	39
At least once a week	32.5%	393	31.8%	50	30.1%	32	51.3%	14	26.7%	15	25.6%	22	47.5%	37	31.0%	23	39.0%	35
At least once a fortnight	3.1%	38	1.2%	2	3.6%	4	7.5%	2	1.3%	1	3.5%	3	3.8%	3	1.4%	1	3.9%	3
At least once a month	0.9%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less often	0.4%	4	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	3.5%	42	4.7%	7	3.6%	4	3.8%	1	5.3%	3	7.0%	6	1.3%	1	2.8%	2	1.3%	1
Don't know	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Weighted base:	1210	156		105	27	56	86	78	75	89								
Sample:	1203	85	83	80	75	86	80	71	77									

**Q15 Which retailer do you purchase your top-up food internet/ home delivery shopping from?***Those who do internet shopping at Q13*

Asda	54.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	45.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sample:	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?***Those who do top up food shopping at Q12*

Over ¾	65.4%	791	81.2%	127	62.7%	66	53.8%	14	69.3%	39	67.4%	58	71.3%	56	53.5%	40	67.5%	60
½ to ¾	24.5%	297	12.9%	20	30.1%	32	38.8%	10	26.7%	15	24.4%	21	18.8%	15	26.8%	20	22.1%	20
¼ to ½	3.8%	46	1.2%	2	3.6%	4	5.0%	1	1.3%	1	2.3%	2	3.8%	3	8.5%	6	5.2%	5
Less than ¼	1.2%	14	1.2%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
None	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	5.1%	61	3.5%	6	3.6%	4	1.3%	0	2.7%	1	5.8%	5	6.3%	5	11.3%	8	3.9%	3
Weighted base:	1210	156		105	27	56	86	78	75	89								
Sample:	1203	85	83	80	75	86	80	71	77									

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
Alnwick	1.2%	18	1.0%	2	10.9%	14	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.3%	81	0.0%	0	2.0%	3	3.0%	1	16.0%	12	6.9%	7	1.0%	1	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.1%	46	25.0%	46	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.3%	80	0.0%	0	3.0%	4	0.0%	0	8.0%	6	9.9%	10	7.9%	8	0.0%	0	1.0%	1
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	4.2%	63	0.0%	0	1.0%	1	2.0%	1	7.0%	5	6.9%	7	7.9%	8	2.0%	2	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Galashiels	3.0%	45	16.0%	29	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	0.0%	0	2.0%	3	1.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3
Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.2%	93	0.0%	0	2.0%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	13.9%	16
Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	1.0%	1	0.0%	0	3.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Morpeth	1.8%	27	1.0%	2	2.0%	3	12.0%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	23.6%	356	9.0%	17	24.8%	32	34.0%	11	24.0%	18	35.6%	36	29.7%	29	43.0%	45	16.8%	20
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Rothbury	0.4%	6	1.0%	2	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.8%	28	2.0%	4	0.0%	0	1.0%	0	2.0%	1	3.0%	3	5.9%	6	2.0%	2	0.0%	0
South Shields	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.0%	31	0.0%	0	5.0%	6	2.0%	1	3.0%	2	1.0%	1	0.0%	0	3.0%	3	3.0%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.4%	51	0.0%	0	2.0%	3	2.0%	1	5.0%	4	4.0%	4	11.9%	12	1.0%	1	0.0%	0
The Metro Centre, Gateshead	14.1%	212	3.0%	6	10.9%	14	18.0%	6	18.0%	13	9.9%	10	6.9%	7	28.0%	30	40.6%	48
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	35	2.0%	4	4.0%	5	3.0%	1	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0
Internet/ Home Delivery	5.1%	78	11.0%	20	3.0%	4	6.0%	2	3.0%	2	2.0%	2	7.9%	8	6.0%	6	4.0%	5
Varies	0.2%	4	0.0%	0	0.0%	0	1.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	3.9%	58	3.0%	6	2.0%	3	4.0%	1	6.0%	4	5.9%	6	5.0%	5	6.0%	6	4.0%	5
Asda, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.3%	50	21.0%	39	8.9%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and 'Don't buy these products' at Q17</i>																		
Alnwick	1.3%	18	1.0%	2	11.1%	14	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.6%	81	0.0%	0	2.0%	3	3.2%	1	17.4%	12	7.4%	7	1.0%	1	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.2%	46	25.8%	46	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.5%	80	0.0%	0	3.0%	4	0.0%	0	8.7%	6	10.6%	10	8.3%	8	0.0%	0	1.0%	1
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9
Cramlington	4.4%	63	0.0%	0	1.0%	1	2.1%	1	7.6%	5	7.4%	7	8.3%	8	2.1%	2	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Galashiels	3.1%	45	16.5%	29	12.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	0.0%	0	2.0%	3	1.1%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	3.1%	3
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.5%	93	0.0%	0	2.0%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	14.4%	16
Kelso	0.3%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	1.0%	1	0.0%	0	3.3%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Morpeth	1.8%	27	1.0%	2	2.0%	3	12.6%	4	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	24.6%	356	9.3%	17	25.3%	32	35.8%	11	26.1%	18	38.3%	36	31.3%	29	45.7%	45	17.5%	20
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Rothbury	0.4%	6	1.0%	2	2.0%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.9%	28	2.1%	4	0.0%	0	1.1%	0	2.2%	1	3.2%	3	6.3%	6	2.1%	2	0.0%	0
South Shields	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	3	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	31	0.0%	0	5.1%	6	2.1%	1	3.3%	2	1.1%	1	0.0%	0	3.2%	3	3.1%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.5%	51	0.0%	0	2.0%	3	2.1%	1	5.4%	4	4.3%	4	12.5%	12	1.1%	1	0.0%	0
The Metro Centre, Gateshead	14.7%	212	3.1%	6	11.1%	14	18.9%	6	19.6%	13	10.6%	10	7.3%	7	29.8%	30	42.3%	48
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	35	2.1%	4	4.0%	5	3.2%	1	0.0%	0	0.0%	0	4.2%	4	2.1%	2	0.0%	0
Internet/ Home Delivery	5.4%	78	11.3%	20	3.0%	4	6.3%	2	3.3%	2	2.1%	2	8.3%	8	6.4%	6	4.1%	5
Asda, Blyth	1.2%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.5%	50	21.7%	39	9.1%	11	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1447		178		125		32		68		94		94		99		113
Sample:		1445		97		99		95		92		94		96		94		97

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q18 How do you normally travel to...? (destination mentioned at Q17)</b>																		
<i>Those who buy clothing or footwear at Q17</i>																		
Car/van (as driver)	55.8%	766	58.1%	92	71.9%	87	76.7%	23	42.9%	29	57.0%	53	46.6%	40	53.4%	50	60.2%	65
Car/van (as passenger)	17.6%	242	24.4%	39	12.5%	15	12.2%	4	24.2%	16	11.8%	11	22.7%	19	14.8%	14	15.1%	16
Bus, minibus or coach	17.2%	236	4.7%	7	7.3%	9	10.0%	3	26.4%	18	30.1%	28	22.7%	19	27.3%	25	18.3%	20
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Walk	6.0%	82	8.1%	13	5.2%	6	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	23	3.5%	6	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Metro	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.5%	4	3.4%	3	0.0%	0
Bicycle	0.3%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Plane	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:	1373		158		121		30		68		93		86		93		108	
Sample:	1374		86		96		90		91		93		88		88		93	

**Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?***Those who buy clothing or footwear at Q17*

Yes – non-food shopping	15.0%	206	24.4%	39	11.5%	14	13.3%	4	7.7%	5	10.8%	10	11.4%	10	20.5%	19	15.1%	16
Yes – leisure activity	8.8%	120	9.3%	15	17.7%	21	15.6%	5	8.8%	6	10.8%	10	8.0%	7	5.7%	5	7.5%	8
Yes – visiting services such as banks and other financial institutions	2.1%	29	3.5%	6	0.0%	0	4.4%	1	0.0%	0	4.3%	4	2.3%	2	3.4%	3	0.0%	0
Yes – other activity	12.2%	167	7.0%	11	19.8%	24	12.2%	4	8.8%	6	6.5%	6	8.0%	7	14.8%	14	17.2%	19
Varies	3.9%	53	5.8%	9	2.1%	3	3.3%	1	3.3%	2	0.0%	0	5.7%	5	2.3%	2	7.5%	8
No	57.3%	787	48.8%	77	49.0%	59	51.1%	15	71.4%	48	67.7%	63	64.8%	56	51.1%	48	51.6%	56
Don't Know	0.8%	11	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Weighted base:	1373		158		121		30		68		93		86		93		108	
Sample:	1374		86		96		90		91		93		88		88		93	

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
Alnwick	3.3%	50	3.0%	6	26.7%	34	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Ashington	2.4%	37	0.0%	0	0.0%	0	1.0%	0	6.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.5%	37	19.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	5.2%	78	0.0%	0	2.0%	3	0.0%	0	13.0%	10	11.9%	12	4.0%	4	1.0%	1	0.0%	0
Carlisle City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	3.0%	45	0.0%	0	0.0%	0	2.0%	1	2.0%	1	2.0%	2	5.0%	5	1.0%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Dunbar	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	2.0%	4	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.9%	75	0.0%	0	3.0%	4	6.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.9%	10
Kelso	0.9%	13	5.0%	9	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Morpeth	2.5%	37	0.0%	0	1.0%	1	30.0%	10	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.5%	143	4.0%	7	4.0%	5	14.0%	5	7.0%	5	12.9%	13	11.9%	12	16.0%	17	5.9%	7
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.4%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wooler	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	1.0%	1	1.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.9%	43	1.0%	2	1.0%	1	3.0%	1	5.0%	4	7.9%	8	10.9%	11	1.0%	1	0.0%	0
The Metro Centre, Gateshead	7.0%	106	1.0%	2	4.0%	5	3.0%	1	2.0%	1	10.9%	11	1.0%	1	20.0%	21	27.7%	32
In-store in a supermarket	0.8%	12	1.0%	2	1.0%	1	2.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Other	1.7%	25	4.0%	7	1.0%	1	3.0%	1	2.0%	1	0.0%	0	5.0%	5	0.0%	0	1.0%	1
Internet/ Home Delivery	16.4%	247	19.0%	35	25.7%	33	18.0%	6	10.0%	7	14.9%	15	12.9%	13	14.0%	15	19.8%	23
Varies	0.6%	9	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
(Don't buy these products)	26.6%	401	25.0%	46	15.8%	20	13.0%	4	34.0%	25	25.7%	26	29.7%	29	35.0%	37	27.7%	32
Asda, Lyntonville Terrace, Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.7%	25	0.0%	0	0.0%	0	1.0%	0	3.0%	2	6.9%	7	1.0%	1	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Durham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Edinburgh	1.3%	19	9.0%	17	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and 'Don't buy these products' at Q20</i>																		
Alnwick	4.6%	50	4.1%	6	31.8%	34	2.3%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Ashington	3.3%	37	0.0%	0	0.0%	0	1.1%	0	9.1%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	25.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Blyth	7.1%	78	0.0%	0	2.4%	3	0.0%	0	19.7%	10	16.2%	12	5.8%	4	1.6%	1	0.0%	0
Carlisle City Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cramlington	4.1%	45	0.0%	0	0.0%	0	2.3%	1	3.0%	1	2.7%	2	7.2%	5	1.6%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Dunbar	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.3%	14	2.7%	4	9.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.4%	1
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.8%	75	0.0%	0	3.5%	4	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	3	12.3%	10
Kelso	1.2%	13	6.8%	9	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morpeth	3.4%	37	0.0%	0	1.2%	1	34.5%	10	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.0%	143	5.4%	7	4.7%	5	16.1%	5	10.6%	5	17.6%	13	17.4%	12	25.0%	17	8.2%	7
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Wooler	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.1%	12	0.0%	0	1.2%	1	1.1%	0	0.0%	0	2.7%	2	0.0%	0	7.8%	5	1.4%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.9%	43	1.4%	2	1.2%	1	3.4%	1	7.6%	4	10.8%	8	15.9%	11	1.6%	1	0.0%	0
The Metro Centre, Gateshead	9.6%	106	1.4%	2	4.7%	5	3.4%	1	3.0%	1	14.9%	11	1.4%	1	31.3%	21	38.4%	32
In-store in a supermarket	1.1%	12	1.4%	2	1.2%	1	2.3%	1	1.5%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1
Other	2.3%	25	5.4%	7	1.2%	1	3.4%	1	3.0%	1	0.0%	0	7.2%	5	0.0%	0	1.4%	1
Internet/ Home Delivery	22.5%	247	25.7%	35	30.6%	33	20.7%	6	15.2%	7	20.3%	15	18.8%	13	21.9%	15	27.4%	23
Asda, Lyntonville Terrace, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	2.3%	25	0.0%	0	0.0%	0	1.1%	0	4.5%	2	9.5%	7	1.4%	1	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Durham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Edinburgh	1.7%	19	12.2%	17	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1099	136		107		29		49		74		67		68		85		
Sample:	1104	74		85		87		66		74		69		64		73		

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q21 How do you normally travel to...? (destination mentioned at Q20)</b>																		
<i>Those who buy books, CD's and DVD's at Q20</i>																		
Car/van (as driver)	58.2%	501	57.1%	59	69.5%	52	69.6%	16	51.8%	22	58.3%	35	55.2%	31	68.6%	37	62.3%	38
Car/van (as passenger)	16.6%	143	23.2%	24	10.2%	8	15.9%	4	23.2%	10	13.3%	8	22.4%	13	7.8%	4	18.9%	12
Bus, minibus or coach	12.3%	106	0.0%	0	3.4%	3	8.7%	2	14.3%	6	26.7%	16	15.5%	9	17.6%	10	13.2%	8
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.1%	87	14.3%	15	15.3%	11	5.8%	1	7.1%	3	1.7%	1	5.2%	3	2.0%	1	1.9%	1
Taxi	0.4%	4	1.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	15	3.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Metro	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:		861		103		74		23		42		60		57		54		61
Sample:		871		56		59		69		56		60		58		51		53

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
<b>Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>																
<i>Total sample</i>																
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alnwick	1.8%	27	1.0%	2	16.8%	21	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	41	0.0%	0	2.0%	3	3.0%	1	16.0%	12	2.0%	2	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.8%	57	31.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Blyth	5.7%	87	0.0%	0	1.0%	1	1.0%	0	10.0%	7	12.9%	13	11.9%	12	0.0%	0
Carlisle City Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	3.1%	46	1.0%	2	2.0%	3	3.0%	1	6.0%	4	4.0%	4	5.0%	5	0.0%	0
Corbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Cramlington	1.2%	18	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	0
Galashiels	1.5%	23	7.0%	13	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.1%	32	1.0%	2	1.0%	1	2.0%	1	1.0%	1	1.0%	1	2.0%	2	5.0%	5
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.7%	41	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.0%	1	5.9%	7
Kelso	0.9%	14	5.0%	9	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	17	0.0%	0	1.0%	1	0.0%	0	3.0%	2	2.0%	2	7.9%	8	1.0%	1
Morpeth	0.7%	11	0.0%	0	1.0%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.1%	198	4.0%	7	13.9%	18	21.0%	7	13.0%	10	10.9%	11	16.8%	17	22.0%	23
North Shields	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rothbury	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.5%	23	0.0%	0	0.0%	0	2.0%	1	3.0%	2	3.0%	3	7.9%	8	2.0%	2
South Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.4%	21	1.0%	2	2.0%	3	3.0%	1	1.0%	1	0.0%	0	0.0%	0	9.0%	10
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Silverlink Shopping Park, Newcastle-upon-Tyne	1.6%	24	0.0%	0	1.0%	1	1.0%	0	1.0%	1	1.0%	1	8.9%	9	0.0%	0
The Metro Centre, Gateshead	8.8%	132	6.0%	11	9.9%	13	9.0%	3	10.0%	7	9.9%	10	4.0%	4	13.0%	14
In-store in a supermarket	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other	0.9%	14	2.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Internet/ Home Delivery	3.7%	56	8.0%	15	3.0%	4	5.0%	2	5.0%	4	6.9%	7	2.0%	2	3.0%	3
Varies	1.3%	20	0.0%	0	4.0%	5	0.0%	0	2.0%	1	1.0%	1	2.0%	2	0.0%	0
(Don't buy these products)	33.3%	502	22.0%	40	21.8%	28	30.0%	10	25.0%	19	37.6%	38	23.8%	23	36.0%	38
Asda, Ashington	0.3%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Blyth	0.8%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Edinburgh	1.5%	22	8.0%	15	5.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Team Valley Retail Park, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117
Sample:	1509	100		101		100		100		101		101		100		101

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>										
<i>Excluding 'Varies', and '(Don't buy these products)' at Q22</i>										
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.8%	27	1.3%	2	22.7%	21	5.7%	1	0.0%	0
Amble	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ashington	4.2%	41	0.0%	0	2.7%	3	4.3%	1	21.9%	12
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Belford	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Benton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.8%	57	39.7%	57	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	8.8%	87	0.0%	0	1.3%	1	1.4%	0	13.7%	7
Carlisle City Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.7%	46	1.3%	2	2.7%	3	4.3%	1	8.2%	4
Corbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.8%	18	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Galashiels	2.3%	23	9.0%	13	10.7%	10	0.0%	0	0.0%	0
Gateshead	3.2%	32	1.3%	2	1.3%	1	2.9%	1	1.4%	1
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	41	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Kelso	1.4%	14	6.4%	9	5.3%	5	0.0%	0	0.0%	0
Killingworth	1.7%	17	0.0%	0	1.3%	1	0.0%	0	4.1%	2
Morpeth	1.1%	11	0.0%	0	1.3%	1	11.4%	3	0.0%	0
Newcastle City Centre	20.0%	198	5.1%	7	18.7%	18	30.0%	7	17.8%	10
North Shields	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Shiremoor	2.3%	23	0.0%	0	0.0%	0	2.9%	1	4.1%	2
South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	21	1.3%	2	2.7%	3	4.3%	1	1.4%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Silverlink Shopping Park, Newcastle-upon-Tyne	2.4%	24	0.0%	0	1.3%	1	1.4%	0	1.4%	1
The Metro Centre, Gateshead	13.4%	132	7.7%	11	13.3%	13	12.9%	3	13.7%	7
In-store in a supermarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.4%	14	2.6%	4	0.0%	0	0.0%	0	1.4%	1
Internet/ Home Delivery	5.6%	56	10.3%	15	4.0%	4	7.1%	2	6.9%	4
Asda, Ashington	0.4%	4	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Asda, Blyth	1.2%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	2.2%	22	10.3%	15	6.7%	6	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.3%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:	987	143	95	23	54	62	73	68	70	
Sample:	974	78	75	70	73	62	75	64	60	

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q23 How do you normally travel to...? (destination mentioned at Q22)</b>																		
<i>Those who buy small household goods at Q22</i>																		
Car/van (as driver)	63.5%	604	64.3%	83	73.7%	71	73.8%	16	50.0%	26	64.3%	36	56.0%	41	62.3%	40	64.4%	44
Car/van (as passenger)	18.8%	178	21.4%	28	13.2%	13	16.9%	4	17.1%	9	17.9%	10	25.3%	19	11.5%	7	18.6%	13
Bus, minibus or coach	10.2%	97	2.9%	4	2.6%	3	7.7%	2	25.7%	13	16.1%	9	9.3%	7	18.0%	12	11.9%	8
Walk	4.5%	43	8.6%	11	7.9%	8	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Train	1.3%	12	2.9%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.4%	2
Metro	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.0%	6	4.9%	3	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	1.5%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		951		129		96		22		52		56		73		64		68
Sample:		941		70		76		65		70		56		75		61		59

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	35	3.0%	6	17.8%	23	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	2.5%	37	0.0%	0	0.0%	0	0.0%	0	13.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	51	26.0%	48	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.3%	50	0.0%	0	1.0%	1	0.0%	0	3.0%	2	8.9%	9	3.0%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	3.3%	50	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	4	6.9%	7	1.0%	1	0.0%	0
Corbridge	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	1.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Duns	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	13	3.0%	6	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.5%	23	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	3.0%	3
Gosforth	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Hexham	2.6%	40	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.9%	7
Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morpeth	1.0%	15	0.0%	0	0.0%	0	6.0%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Newcastle City Centre	7.1%	107	2.0%	4	8.9%	11	14.0%	5	9.0%	7	5.9%	6	9.9%	10	13.0%	14	5.0%	6
North Shields	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wooler	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	1.0%	1	1.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	1.0%	1	2.0%	1	4.0%	3	2.0%	2	8.9%	9	1.0%	1	0.0%	0
The Metro Centre, Gateshead	8.3%	125	1.0%	2	5.9%	8	10.0%	3	16.0%	12	9.9%	10	5.0%	5	8.0%	8	23.8%	28
In-store in a supermarket	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	13	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Internet/ Home Delivery	6.2%	94	8.0%	15	8.9%	11	2.0%	1	2.0%	1	7.9%	8	5.9%	6	7.0%	7	6.9%	8
Varies	0.5%	8	0.0%	0	0.0%	0	1.0%	0	2.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1
(Don't buy these products)	47.7%	719	41.0%	75	42.6%	54	50.0%	17	48.0%	36	49.5%	50	50.5%	50	52.0%	55	44.6%	52
Asda, Lyntonville Terrace, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.9%	14	6.0%	11	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and '(Don't buy these products)' at Q24</i>																		
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.4%	35	5.1%	6	31.0%	23	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.8%	37	0.0%	0	0.0%	0	0.0%	0	26.0%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.6%	51	44.1%	48	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.4%	50	0.0%	0	1.7%	1	0.0%	0	6.0%	2	18.4%	9	6.1%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Cramlington	6.4%	50	0.0%	0	0.0%	0	4.1%	1	0.0%	0	8.2%	4	14.3%	7	2.1%	1	0.0%	0
Corbridge	0.1%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.3%	11	0.0%	0	0.0%	0	2.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Duns	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	13	5.1%	6	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	23	1.7%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	10.6%	5	5.5%	3
Gosforth	0.7%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	2.0%	1	4.3%	2	0.0%	0
Hexham	5.1%	40	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	10.9%	7
Kelso	0.5%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Morpeth	2.0%	15	0.0%	0	0.0%	0	12.2%	2	0.0%	0	6.1%	3	2.0%	1	2.1%	1	0.0%	0
Newcastle City Centre	13.7%	107	3.4%	4	15.5%	11	28.6%	5	18.0%	7	12.2%	6	20.4%	10	27.7%	14	9.1%	6
North Shields	0.6%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.5%	3
Seahouses	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wooler	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.6%	12	0.0%	0	1.7%	1	2.0%	0	0.0%	0	2.0%	1	0.0%	0	8.5%	4	1.8%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.1%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	23	0.0%	0	1.7%	1	4.1%	1	8.0%	3	4.1%	2	18.4%	9	2.1%	1	0.0%	0
The Metro Centre, Gateshead	16.1%	125	1.7%	2	10.3%	8	20.4%	3	32.0%	12	20.4%	10	10.2%	5	17.0%	8	43.6%	28
In-store in a supermarket	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	13	1.7%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.6%	2
Internet/ Home Delivery	12.0%	94	13.6%	15	15.5%	11	4.1%	1	4.0%	1	16.3%	8	12.2%	6	14.9%	7	12.7%	8
Asda, Lyntonville Terrace, Ashington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.7%	14	10.2%	11	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	781	109		73	16	37	49		49		48		50		64			
Sample:	769	59		58	49	50	49		49		49		47		55			

Column % ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q25 How do you normally travel to...? (destination mentioned at Q24)</b>																		
<i>Those who buy recreational goods at Q24</i>																		
Car/van (as driver)	67.4%	469	70.6%	66	73.5%	45	81.3%	13	56.0%	21	72.1%	31	56.8%	24	75.6%	33	79.6%	45
Car/van (as passenger)	16.1%	112	19.6%	18	14.3%	9	8.3%	1	26.0%	10	11.6%	5	22.7%	10	7.3%	3	14.3%	8
Bus, minibus or coach	7.4%	51	2.0%	2	2.0%	1	6.3%	1	12.0%	4	16.3%	7	11.4%	5	14.6%	6	6.1%	3
Walk	6.9%	48	7.8%	7	8.2%	5	0.0%	0	4.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.8%	6	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	2.4%	1	0.0%	0
Bicycle	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		696		94		62		16		37		43		43		43		57
Sample:		689		51		49		48		50		43		44		41		49

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>										
<i>Total sample</i>										
Allendale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.9%	74	4.0%	7	46.5%	59	3.0%	1	0.0%	0
Amble	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	7.7%	116	0.0%	0	1.0%	1	2.0%	1	41.0%	30
Bedlington	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	16.8%
Bedlington Station	0.5%	8	0.0%	0	0.0%	0	0.0%	0	7.9%	8
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2.0%
Berwick-upon-Tweed	6.0%	90	49.0%	90	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	8.9%	134	0.0%	0	1.0%	1	0.0%	0	6.0%	4
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Coldstream	0.7%	11	6.0%	11	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	7.7%	117	0.0%	0	0.0%	0	1.0%	0	1.0%	6.9%
Corbridge	0.7%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.0%	30	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Dunbar	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Duns	1.2%	18	10.0%	18	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	8.9%	11	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Guide Post	0.8%	12	0.0%	0	0.0%	0	0.0%	0	16.0%	12
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.1%	107	0.0%	0	2.0%	3	4.0%	1	0.0%	0
Kelso	2.0%	31	12.0%	22	6.9%	9	0.0%	0	0.0%	0
Killingworth	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.3%	95	0.0%	0	2.0%	3	59.0%	20	1.0%	1
Newbiggin-by-the-Sea	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Newcastle City Centre	3.9%	58	0.0%	0	5.9%	8	4.0%	1	3.0%	2
North Shields	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.9%	13	0.0%	0	6.9%	9	7.0%	2	0.0%	0
Ryton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	8.9%
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	2.0%	3	2.0%	1	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Metro Centre, Gateshead	2.7%	41	0.0%	0	0.0%	0	3.0%	1	0.0%	0
In-store in a supermarket	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	2.1%	32	1.0%	2	2.0%	3	2.0%	1	1.0%	1
Internet/ Home Delivery	2.0%	30	2.0%	4	1.0%	1	2.0%	1	3.0%	2
Varies	0.4%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Don't buy these products)	7.3%	110	3.0%	6	4.0%	5	5.0%	2	9.0%	7
Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.6%	24	0.0%	0	1.0%	1	0.0%	0	3.0%	2
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Asda, Manor Walks Shopping Centre, Cramlington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Edinburgh	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and 'Don't buy these products' at Q26</i>																		
Allendale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.3%	74	4.1%	7	48.5%	59	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.3%	116	0.0%	0	1.0%	1	2.1%	1	46.1%	30	3.3%	3	1.1%	1	0.0%	0	0.0%	0
Bedlington	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	17	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.5%	90	50.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	9.6%	134	0.0%	0	1.0%	1	0.0%	0	6.7%	4	28.3%	26	7.4%	7	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.8%	11	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10
Cramlington	8.4%	117	0.0%	0	0.0%	0	1.1%	0	1.1%	1	7.6%	7	15.8%	15	1.2%	1	0.0%	0
Corbridge	0.7%	10	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	2.2%	30	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.3%	3	9.5%	9	0.0%	0	0.0%	0
Dunbar	0.3%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	1.3%	18	10.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	9.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Gosforth	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Guide Post	0.9%	12	0.0%	0	0.0%	0	0.0%	0	18.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.7%	107	0.0%	0	2.1%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	12.5%	14
Kelso	2.2%	31	12.4%	22	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	7.4%	7	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.8%	95	0.0%	0	2.1%	3	62.1%	20	1.1%	1	5.4%	5	0.0%	0	1.2%	1	0.0%	0
Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	4.2%	58	0.0%	0	6.2%	8	4.2%	1	3.4%	2	5.4%	5	9.5%	9	15.3%	14	4.2%	5
North Shields	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	16	0.0%	0
Prudhoe	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	22
Rothbury	1.0%	13	0.0%	0	7.2%	9	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Seahouses	0.5%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8
Kingston Retail Park, Newcastle-upon-Tyne	1.7%	23	0.0%	0	2.1%	3	2.1%	1	1.1%	1	1.1%	1	0.0%	0	15.3%	14	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
The Metro Centre, Gateshead	2.9%	41	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.3%	3	0.0%	0	8.2%	7	14.6%	16
In-store in a supermarket	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Other	2.3%	32	1.0%	2	2.1%	3	2.1%	1	1.1%	1	1.1%	1	11.6%	11	5.9%	5	5.2%	6
Internet/ Home Delivery	2.1%	30	2.1%	4	1.0%	1	2.1%	1	3.4%	2	3.3%	3	2.1%	2	2.4%	2	3.1%	3
Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.8%	24	0.0%	0	1.0%	1	0.0%	0	3.4%	2	8.7%	8	1.1%	1	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Edinburgh	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
Weighted base:	1392	178	122	32	66	92	93	90	111									
Sample:	1388	97	97	95	89	92	95	85	96									

**Q27 How do you normally travel to...? (destination mentioned at Q26)***Those who buy chemist goods at Q26*

Car/van (as driver)	52.2%	715	47.4%	83	69.8%	84	73.1%	23	36.4%	24	51.7%	46	49.5%	45	50.0%	44	53.2%	58
Car/van (as passenger)	12.3%	169	12.6%	22	8.3%	10	14.0%	4	10.2%	7	12.4%	11	18.3%	17	14.3%	13	11.7%	13
Bus, minibus or coach	7.9%	109	4.2%	7	1.0%	1	3.2%	1	12.5%	8	9.0%	8	8.6%	8	13.1%	12	7.4%	8
Motorcycle, scooter or moped	0.3%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	25.4%	348	33.7%	59	19.8%	24	9.7%	3	40.9%	27	25.8%	23	18.3%	17	20.2%	18	26.6%	29
Taxi	0.6%	8	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Train	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Metro	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Weighted base:	1369	175	121	31	65	89	91	89	109									
Sample:	1367	95	96	93	88	89	93	84	94									

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.6%	24	2.0%	4	13.9%	18	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	3.6%	54	0.0%	0	0.0%	0	2.0%	1	18.0%	13	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.0%	76	40.0%	74	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.1%	46	0.0%	0	1.0%	1	0.0%	0	3.0%	2	10.9%	11	1.0%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	1.8%	27	0.0%	0	0.0%	0	1.0%	0	4.0%	3	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Cowgate	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Cramlington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Galashiels	2.4%	36	10.0%	18	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	11	0.0%	0	2.0%	3	3.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Gosforth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.7%	56	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	6
Kelso	0.7%	10	5.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	3.0%	4	19.0%	6	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Newbiggin-by-the-Sea	1.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	12.7%	191	1.0%	2	16.8%	21	19.0%	6	12.0%	9	10.9%	11	18.8%	19	25.0%	26	13.9%	16
North Shields	0.6%	9	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8
Rothbury	0.2%	3	0.0%	0	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	5.3%	80	0.0%	0	5.9%	8	11.0%	4	1.0%	1	1.0%	1	4.0%	4	22.0%	23	7.9%	9
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	14.9%	225	0.0%	0	6.9%	9	6.0%	2	30.0%	22	25.7%	26	34.7%	34	1.0%	1	0.0%	0
The Metro Centre, Gateshead	2.8%	42	0.0%	0	4.0%	5	3.0%	1	2.0%	1	4.0%	4	0.0%	0	2.0%	2	13.9%	16
Other	1.2%	17	3.0%	6	1.0%	1	1.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Internet/ Home Delivery	13.3%	200	14.0%	26	11.9%	15	10.0%	3	16.0%	12	11.9%	12	12.9%	13	15.0%	16	16.8%	20
Varies	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
(Don't buy these products)	15.1%	227	11.0%	20	9.9%	13	13.0%	4	7.0%	5	15.8%	16	15.8%	16	24.0%	25	18.8%	22
Asda, Cowpen Road, Blyth	0.7%	10	0.0%	0	0.0%	0	1.0%	0	1.0%	1	5.9%	6	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.6%	9	4.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Scots Gap	0.5%	7	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	8
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and 'Don't buy these products' at Q28</i>																		
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.9%	24	2.2%	4	15.4%	18	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	54	0.0%	0	0.0%	0	2.3%	1	19.4%	13	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	76	44.9%	74	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.6%	46	0.0%	0	1.1%	1	0.0%	0	3.2%	2	13.1%	11	1.2%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Cramlington	2.1%	27	0.0%	0	0.0%	0	1.1%	0	4.3%	3	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Cramlington	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.6%	3	0.0%	0	1.3%	1
Galashiels	2.8%	36	11.2%	18	15.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	11	0.0%	0	2.2%	3	3.4%	1	0.0%	0	2.4%	2	1.2%	1	1.3%	1	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.4%	56	0.0%	0	1.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	6.3%	6
Kelso	0.8%	10	5.6%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.8%	23	0.0%	0	3.3%	4	21.8%	6	1.1%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0
Newbiggin-by-the-Sea	1.3%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	15.0%	191	1.1%	2	18.7%	21	21.8%	6	12.9%	9	13.1%	11	22.6%	19	32.9%	26	17.5%	16
North Shields	0.7%	9	0.0%	0	1.1%	1	0.0%	0	1.1%	1	4.8%	4	1.2%	1	0.0%	0	0.0%	0
Prudhoe	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8
Rothbury	0.2%	3	0.0%	0	2.2%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	7	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	6.3%	80	0.0%	0	6.6%	8	12.6%	4	1.1%	1	1.2%	1	4.8%	4	28.9%	23	10.0%	9
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	17.6%	225	0.0%	0	7.7%	9	6.9%	2	32.3%	22	31.0%	26	41.7%	34	1.3%	1	0.0%	0
The Metro Centre, Gateshead	3.3%	42	0.0%	0	4.4%	5	3.4%	1	2.2%	1	4.8%	4	0.0%	0	2.6%	2	17.5%	16
Other	1.4%	17	3.4%	6	1.1%	1	1.1%	0	1.1%	1	1.2%	1	0.0%	0	1.3%	1	2.5%	2
Internet/ Home Delivery	15.7%	200	15.7%	26	13.2%	15	11.5%	3	17.2%	12	14.3%	12	15.5%	13	19.7%	16	21.3%	20
Asda, Cowpen Road, Blyth	0.8%	10	0.0%	0	0.0%	0	1.1%	0	1.1%	1	7.1%	6	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.7%	9	4.5%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Scots Gap	0.5%	7	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.8%	8
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1277	164		115		29		69		84		82		80		93		
Sample:	1276	89		91		87		93		84		84		76		80		

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q29 How do you normally travel to...? (destination mentioned at Q28)</b>									
<i>Those who buy electrical goods at Q28</i>									
Car/van (as driver)	58.8% 636	58.7% 81	77.2% 77	74.0% 19	41.6% 24	67.1% 49	51.4% 36	54.1% 35	55.4% 42
Car/van (as passenger)	23.3% 252	26.7% 37	15.2% 15	14.3% 4	31.2% 18	17.8% 13	29.2% 20	18.0% 12	26.2% 20
Bus, minibus or coach	9.8% 107	1.3% 2	1.3% 1	5.2% 1	19.5% 11	13.7% 10	11.1% 8	23.0% 15	12.3% 9
Walk	5.8% 63	12.0% 17	3.8% 4	5.2% 1	7.8% 4	1.4% 1	0.0% 0	0.0% 0	1.5% 1
Taxi	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Tram	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Train	0.7% 7	0.0% 0	2.5% 3	1.3% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.1% 2
Metro	0.8% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.3% 6	3.3% 2	1.5% 1
Bicycle	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.3% 4	1.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0
Weighted base:	1081	138	100	26	57	73	70	64	75
Sample:	1079	75	79	77	77	73	72	61	65

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	3.2%	48	1.0%	2	2.0%	3	6.0%	2	1.0%	1	2.0%	2	0.0%	0	8.0%	8	4.0%	5
B&Q Supercentre, Hexham Road, Swalwell	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	8
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	2.3%	34	9.0%	17	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	4.8%	73	0.0%	0	1.0%	1	2.0%	1	4.0%	3	7.9%	8	19.8%	19	3.0%	3	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	6.5%	98	0.0%	0	0.0%	0	3.0%	1	3.0%	2	2.0%	2	4.0%	4	26.0%	27	30.7%	36
Focus, Cramlington Retail Park, Cramlington	4.8%	72	0.0%	0	0.0%	0	7.0%	2	1.0%	1	6.9%	7	15.8%	16	1.0%	1	0.0%	0
Focus, Front Street, Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Homebase, Blyth Valley Retail Park, Blyth	3.4%	51	0.0%	0	1.0%	1	0.0%	0	2.0%	1	9.9%	10	2.0%	2	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	1.0%	16	0.0%	0	2.0%	3	3.0%	1	0.0%	0	1.0%	1	1.0%	1	7.0%	7	1.0%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Willowburn Avenue, Alnwick	3.8%	57	1.0%	2	28.7%	37	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	4.1%	61	32.0%	59	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.7%	25	0.0%	0	15.8%	20	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.0%	121	0.0%	0	1.0%	1	10.0%	3	36.0%	27	11.9%	12	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.4%	37	20.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Blyth	2.2%	34	0.0%	0	0.0%	0	1.0%	0	1.0%	1	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	1.6%	24	0.0%	0	1.0%	1	1.0%	0	3.0%	2	3.0%	3	6.9%	7	1.0%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Duns	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	4	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	45	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Kelso	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	24	0.0%	0	0.0%	0	16.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.9%	14	0.0%	0	3.0%	4	4.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Prudhoe	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.7%	11	0.0%	0	1.0%	1	5.0%	2	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.2%	33	0.0%	0	0.0%	0	1.0%	0	3.0%	2	4.0%	4	5.9%	6	1.0%	1	0.0%	0
The Metro Centre, Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	2.0%	2
Internet/ Home Delivery	1.8%	27	3.0%	6	1.0%	1	1.0%	0	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Varies	0.7%	10	0.0%	0	0.0%	0	4.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1
(Don't buy these products)	27.8%	420	27.0%	50	18.8%	24	21.0%	7	30.0%	22	37.6%	38	28.7%	28	33.0%	35	24.8%	29
Edinburgh	0.4%	6	2.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	8.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hawick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127	34	74	101	98	106	117								
Sample:	1509	100		101	100	100	101	101	100	101								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b> <i>Excluding 'Varies', and 'Don't buy these products' at Q30</i>																		
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	4.4%	48	1.4%	2	2.4%	3	8.0%	2	1.5%	1	3.2%	2	0.0%	0	12.5%	8	5.3%	5
B&Q Supercentre, Hexham Road, Swalwell	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.3%	8
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	3.2%	34	12.3%	17	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	6.7%	73	0.0%	0	1.2%	1	2.7%	1	5.8%	3	12.7%	8	27.8%	19	4.7%	3	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	9.0%	98	0.0%	0	0.0%	0	4.0%	1	4.3%	2	3.2%	2	5.6%	4	40.6%	27	41.3%	36
Focus, Cramlington Retail Park, Cramlington	6.7%	72	0.0%	0	0.0%	0	9.3%	2	1.5%	1	11.1%	7	22.2%	16	1.6%	1	0.0%	0
Focus, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Homebase, Blyth Valley Retail Park, Blyth	4.8%	51	0.0%	0	1.2%	1	0.0%	0	2.9%	1	15.9%	10	2.8%	2	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	1.4%	16	0.0%	0	2.4%	3	4.0%	1	0.0%	0	1.6%	1	1.4%	1	10.9%	7	1.3%	1
Homebase, Team Valley Trading Estate, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Willowburn Avenue, Alnwick	5.3%	57	1.4%	2	35.4%	37	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	5.7%	61	43.8%	59	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	25	0.0%	0	19.5%	20	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	11.2%	121	0.0%	0	1.2%	1	13.3%	3	52.2%	27	19.0%	12	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	27.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Blyth	3.1%	34	0.0%	0	0.0%	0	1.3%	0	1.5%	1	9.5%	6	2.8%	2	0.0%	0	0.0%	0
Carlisle City Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	9
Cramlington	2.2%	24	0.0%	0	1.2%	1	1.3%	0	4.3%	2	4.8%	3	9.7%	7	1.6%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	0.0%	0
Duns	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.4%	4	1.4%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	45	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Kelso	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.2%	24	0.0%	0	0.0%	0	21.3%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	1.3%	14	0.0%	0	3.7%	4	5.3%	1	0.0%	0	0.0%	0	1.4%	1	3.1%	2	0.0%	0
North Shields	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Prudhoe	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	13
Seahouses	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0
Westerhope	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Wooler	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	11	0.0%	0	1.2%	1	6.7%	2	0.0%	0	0.0%	0	1.4%	1	6.3%	4	0.0%	0

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	33	0.0%	0	0.0%	0	1.3%	0	4.3%	2	6.4%	4	8.3%	6	1.6%	1	0.0%	0
The Metro Centre, Gateshead	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	19	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.2%	2	2.8%	2	0.0%	0	2.7%	2
Internet/ Home Delivery	2.5%	27	4.1%	6	1.2%	1	1.3%	0	1.5%	1	1.6%	1	2.8%	2	3.1%	2	0.0%	0
Edinburgh	0.6%	6	2.7%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	11.6%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hawick	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1079	134		103		25		51		63		70		68		87		
Sample:	1077	73		82		75		69		63		72		64		75		

**Q31 How do you normally travel to...? (destination mentioned at Q30)***Those who buy DIY goods at Q30*

Car/van (as driver)	67.0%	712	61.4%	79	86.4%	88	78.2%	20	56.5%	29	72.6%	45	61.4%	42	78.5%	54	63.2%	56
Car/van (as passenger)	23.6%	251	27.1%	35	9.9%	10	19.2%	5	30.4%	16	21.0%	13	32.9%	22	21.5%	15	30.3%	27
Bus, minibus or coach	2.5%	26	0.0%	0	1.2%	1	1.3%	0	7.2%	4	6.5%	4	4.3%	3	0.0%	0	1.3%	1
Walk	6.5%	69	11.4%	15	2.5%	3	1.3%	0	5.8%	3	0.0%	0	1.4%	1	0.0%	0	3.9%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:	1062	129		102		26		51		62		68		69		88		
Sample:	1064	70		81		78		69		62		70		65		76		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Total sample</i>																		
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Focus, Cramlington Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	1.5%	23	0.0%	0	1.0%	1	3.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2
Alnwick	2.0%	30	0.0%	0	17.8%	23	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.1%	16	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.1%	77	0.0%	0	3.0%	4	7.0%	2	20.0%	15	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Berwick-upon-Tweed	5.1%	77	39.0%	72	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Blyth	5.5%	83	0.0%	0	2.0%	3	1.0%	0	8.0%	6	12.9%	13	4.0%	4	0.0%	0	0.0%	0
Carlisle City Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	4.1%	62	0.0%	0	1.0%	1	2.0%	1	5.0%	4	10.9%	11	7.9%	8	1.0%	1	0.0%	0
Cramlington	1.4%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Duns	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	5.0%	9	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	17	0.0%	0	2.0%	3	1.0%	0	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1
Gosforth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.1%	62	0.0%	0	1.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.9%	9
Kelso	0.3%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	2.0%	3	17.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.3%	19	0.0%	0	0.0%	0	1.0%	0	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.2%	139	2.0%	4	4.0%	5	15.0%	5	9.0%	7	5.0%	5	12.9%	13	22.0%	23	16.8%	20
North Shields	0.6%	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Ponteland	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Prudhoe	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10
Seaton Delaval	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wallsend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wooler	0.4%	7	3.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park,	2.4%	37	0.0%	0	3.0%	4	3.0%	1	5.0%	4	4.0%	4	8.9%	9	1.0%	1	0.0%	0

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Newcastle-upon-Tyne																		
The Metro Centre, Gateshead	5.1%	76	3.0%	6	5.9%	8	6.0%	2	8.0%	6	5.9%	6	6.9%	7	5.0%	5	7.9%	9
Other	1.4%	21	1.0%	2	2.0%	3	1.0%	0	2.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1
Internet/ Home Delivery	2.6%	39	4.0%	7	1.0%	1	3.0%	1	1.0%	1	3.0%	3	2.0%	2	6.0%	6	1.0%	1
Varies	1.6%	24	3.0%	6	2.0%	3	2.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2	1.0%	1
(Don't buy these products)	30.4%	459	25.0%	46	24.8%	32	23.0%	8	37.0%	28	35.6%	36	30.7%	30	38.0%	40	34.7%	41
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.0%	15	6.0%	11	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.3%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Team Valley Retail Park, Gateshead	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	5
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Excluding 'Varies', and '(Don't buy these products)' at Q32</i>																		
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	1.7%	1	1.5%	1
Focus, Cramlington Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.4%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	2.2%	23	0.0%	0	1.4%	1	4.0%	1	0.0%	0	1.6%	1	2.9%	2	0.0%	0	3.1%	2
Alnwick	2.9%	30	0.0%	0	24.3%	23	2.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.6%	16	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	7.5%	77	0.0%	0	4.1%	4	9.3%	2	31.7%	15	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Berwick-upon-Tweed	7.5%	77	54.2%	72	2.7%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Blyth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1	0.0%	0
Blyth	8.1%	83	0.0%	0	2.7%	3	1.3%	0	12.7%	6	21.3%	13	5.9%	4	0.0%	0	0.0%	0
Carlisle City Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	9
Cramlington	6.0%	62	0.0%	0	1.4%	1	2.7%	1	7.9%	4	18.0%	11	11.8%	8	1.7%	1	0.0%	0
Cramlington	2.0%	21	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	1	5.9%	4	1.7%	1	0.0%	0
Duns	0.7%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.4%	14	6.9%	9	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.7%	17	0.0%	0	2.7%	3	1.3%	0	0.0%	0	4.9%	3	1.5%	1	5.0%	3	1.5%	1
Gosforth	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.1%	62	0.0%	0	1.4%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	3	12.3%	9
Kelso	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.3%	23	0.0%	0	2.7%	3	22.7%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.9%	19	0.0%	0	0.0%	0	1.3%	0	4.8%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.6%	139	2.8%	4	5.4%	5	20.0%	5	14.3%	7	8.2%	5	19.1%	13	36.7%	23	26.2%	20
North Shields	0.9%	9	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	1.5%	1
Ponteland	0.5%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Prudhoe	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	10
Seaton Delaval	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	10.3%	7	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Wooler	0.7%	7	4.2%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park,	3.6%	37	0.0%	0	4.1%	4	4.0%	1	7.9%	4	6.6%	4	13.2%	9	1.7%	1	0.0%	0

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Newcastle-upon-Tyne																		
The Metro Centre, Gateshead	7.4%	76	4.2%	6	8.1%	8	8.0%	2	12.7%	6	9.8%	6	10.3%	7	8.3%	5	12.3%	9
Other	2.0%	21	1.4%	2	2.7%	3	1.3%	0	3.2%	1	1.6%	1	1.5%	1	5.0%	3	1.5%	1
Internet/ Home Delivery	3.8%	39	5.6%	7	1.4%	1	4.0%	1	1.6%	1	4.9%	3	2.9%	2	10.0%	6	1.5%	1
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.4%	15	8.3%	11	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.7%	7	2.8%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Team Valley Retail Park, Gateshead	0.8%	8	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1	6.2%	5
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1026		132		93		25		47		61		66		63		75	
Sample:	1026		72		74		75		63		61		68		60		65	

**Q33 How do you normally travel to...? (destination mentioned at Q32)***Those who buy furniture, carpets and floor coverings at Q32*

Car/van (as driver)	62.1%	629	60.6%	79	76.0%	72	79.7%	20	48.4%	22	67.7%	42	54.4%	36	64.3%	38	56.9%	43
Car/van (as passenger)	23.0%	233	25.4%	33	16.0%	15	18.9%	5	32.3%	15	19.4%	12	29.4%	19	19.6%	12	18.5%	14
Bus, minibus or coach	6.5%	66	4.2%	6	1.3%	1	0.0%	0	12.9%	6	11.3%	7	7.4%	5	10.7%	6	15.4%	12
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	59	7.0%	9	4.0%	4	1.4%	0	4.8%	2	0.0%	0	4.4%	3	0.0%	0	6.2%	5
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Metro	0.8%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	5.4%	3	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	1.4%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1012		131		95		25		46		62		66		59		75	
Sample:	1010		71		75		74		62		62		68		56		65	

**Q34 Do you use garden centres to buy plants, shrubs, garden furniture, etc?**

Yes	60.9%	918	64.0%	118	61.4%	78	77.0%	26	70.0%	52	52.5%	53	48.5%	48	63.0%	67	63.4%	74
No	39.1%	591	36.0%	66	38.6%	49	23.0%	8	30.0%	22	47.5%	48	51.5%	51	37.0%	39	36.6%	43
Weighted base:	1509		184		127		34		74		101		98		106		117	
Sample:	1509		100		101		100		100		101		101		100		101	

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q35 Which garden centre did you last visit?</b>																		
<i>Those who use garden centres at Q34</i>																		
Dobbies Garden World, Ponteland	7.8%	71	0.0%	0	0.0%	0	10.4%	3	1.4%	1	9.4%	5	2.0%	1	41.3%	27	12.5%	9
Halls of Heddon, Heddon- on-the-Wall, Newcastle- upon-Tyne	1.1%	10	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.0%	1	7.9%	5	3.1%	2
Heighley Gate Garden Centre, Morpeth	26.9%	247	12.5%	15	56.5%	44	74.0%	19	45.7%	24	30.2%	16	8.2%	4	7.9%	5	4.7%	3
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	9.6%	89	0.0%	0	1.6%	1	1.3%	0	35.7%	19	26.4%	14	4.1%	2	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Mickley	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	20
Other	7.5%	69	12.5%	15	9.7%	8	3.9%	1	2.9%	1	9.4%	5	8.2%	4	4.8%	3	10.9%	8
Don't know	9.1%	83	12.5%	15	8.1%	6	5.2%	1	2.9%	1	3.8%	2	12.2%	6	4.8%	3	23.4%	17
Azure Garden Centre, Station Road, Cramlington	3.7%	34	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick	2.0%	18	15.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woosington	2.3%	21	0.0%	0	1.6%	1	2.6%	1	0.0%	0	1.9%	1	0.0%	0	23.8%	16	1.6%	1
Down To Earth, Tyne Mills Industrial Estate, Hexham	7.4%	68	0.0%	0	1.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
East Ord Garden Centre, East Ord, Berwick	2.5%	23	18.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.0%	9	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	3.6%	33	18.8%	22	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Peter Barratts, Gosforth Park, Newcastle	8.1%	75	0.0%	0	0.0%	0	0.0%	0	7.1%	4	3.8%	2	59.2%	28	6.4%	4	0.0%	0
Plants Plus, Seaton Burn, Newcastle	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.0%	1	1.6%	1	1.6%	1
Shaw Garden Centre, Cramlington	1.2%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.5%	4	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.7%	6	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.1%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.4%	7
Weighted base:	918	118		78		26		52		53		48		67		74		
Sample:	938	64		62		77		70		53		49		63		64		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q35 Which garden centre did you last visit?</b>																		
<i>Excluding those who said 'Don't know' at Q35</i>																		
Dobbies Garden World, Ponteland	8.5%	71	0.0%	0	0.0%	0	11.0%	3	1.5%	1	9.8%	5	2.3%	1	43.3%	27	16.3%	9
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.2%	10	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.3%	1	8.3%	5	4.1%	2
Heighley Gate Garden Centre, Morpeth	29.6%	247	14.3%	15	61.4%	44	78.1%	19	47.1%	24	31.4%	16	9.3%	4	8.3%	5	6.1%	3
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	10.6%	89	0.0%	0	1.8%	1	1.4%	0	36.8%	19	27.5%	14	4.7%	2	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Mickley	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	20
Other	8.2%	69	14.3%	15	10.5%	8	4.1%	1	2.9%	1	9.8%	5	9.3%	4	5.0%	3	14.3%	8
Azure Garden Centre, Station Road, Cramlington	4.1%	34	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick	2.2%	18	17.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woosington	2.5%	21	0.0%	0	1.8%	1	2.7%	1	0.0%	0	2.0%	1	0.0%	0	25.0%	16	2.0%	1
Down To Earth, Tyne Mills Industrial Estate, Hexham	8.2%	68	0.0%	0	1.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
East Ord Garden Centre, East Ord, Berwick	2.8%	23	21.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.1%	9	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	4.0%	33	21.4%	22	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Peter Barratts, Gosforth Park, Newcastle	8.9%	75	0.0%	0	0.0%	0	0.0%	0	7.4%	4	3.9%	2	67.4%	28	6.7%	4	0.0%	0
Plants Plus, Seaton Burn, Newcastle	1.2%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.3%	1	1.7%	1	2.0%	1
Shaw Garden Centre, Cramlington	1.3%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.8%	6	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.2%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	12.2%	7
Weighted base:	835	103		72		24		51		51		42		63		57		
Sample:	861	56		57		73		68		51		43		60		49		

**Q36 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?**

Yes, Internet	44.1%	666	50.0%	92	58.4%	74	51.0%	17	32.0%	24	42.6%	43	38.6%	38	47.0%	50	45.5%	53
Yes, TV Shopping	2.8%	42	2.0%	4	0.0%	0	0.0%	0	3.0%	2	5.9%	6	4.0%	4	1.0%	1	0.0%	0
Yes, both	4.9%	75	8.0%	15	5.9%	8	1.0%	0	5.0%	4	5.9%	6	5.0%	5	0.0%	0	3.0%	3
No	48.1%	726	40.0%	74	35.6%	45	48.0%	16	60.0%	45	45.5%	46	52.5%	52	52.0%	55	51.5%	60
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q37 Which goods or services does your household currently purchase via electronic home shopping?</b>																		
<i>Those who purchase goods via electronic shopping at Q36</i>																		
Banking	9.8%	76	8.3%	9	4.6%	4	21.2%	4	5.0%	1	3.6%	2	10.4%	5	22.9%	12	10.2%	6
Books	35.8%	281	36.7%	40	33.8%	28	48.1%	8	22.5%	7	32.7%	18	39.6%	19	43.8%	22	46.9%	27
CD's, music, videos	43.7%	342	46.7%	52	52.3%	43	44.2%	8	40.0%	12	41.8%	23	50.0%	23	41.7%	21	40.8%	23
Clothes	36.2%	283	58.3%	64	44.6%	37	38.5%	7	30.0%	9	27.3%	15	29.2%	14	33.3%	17	30.6%	17
DIY goods	4.8%	38	1.7%	2	3.1%	3	3.8%	1	2.5%	1	1.8%	1	6.3%	3	8.3%	4	4.1%	2
Food	12.2%	96	10.0%	11	9.2%	8	19.2%	3	5.0%	1	10.9%	6	12.5%	6	20.8%	11	16.3%	9
Furniture/Carpets	4.9%	39	10.0%	11	3.1%	3	3.8%	1	2.5%	1	5.5%	3	0.0%	0	8.3%	4	4.1%	2
Garden items	3.0%	24	1.7%	2	3.1%	3	5.8%	1	5.0%	1	1.8%	1	2.1%	1	10.4%	5	0.0%	0
Holiday and/or Travel Tickets	15.7%	123	16.7%	18	12.3%	10	25.0%	4	10.0%	3	10.9%	6	14.6%	7	31.3%	16	14.3%	8
Jewellery	4.4%	35	1.7%	2	1.5%	1	0.0%	0	12.5%	4	5.5%	3	8.3%	4	2.1%	1	0.0%	0
Major electrical items	20.7%	162	16.7%	18	15.4%	13	23.1%	4	27.5%	8	21.8%	12	22.9%	11	20.8%	11	30.6%	17
Small electrical items	24.7%	193	20.0%	22	21.5%	18	26.9%	5	32.5%	10	27.3%	15	14.6%	7	29.2%	15	40.8%	23
Small household goods	10.4%	81	16.7%	18	4.6%	4	9.6%	2	15.0%	4	10.9%	6	2.1%	1	20.8%	11	8.2%	5
Sports goods	7.1%	56	6.7%	7	10.8%	9	7.7%	1	2.5%	1	9.1%	5	12.5%	6	8.3%	4	6.1%	3
Toys	11.1%	87	10.0%	11	9.2%	8	7.7%	1	15.0%	4	25.5%	14	6.3%	3	14.6%	7	10.2%	6
Other	3.2%	25	1.7%	2	3.1%	3	1.9%	0	5.0%	1	7.3%	4	0.0%	0	4.2%	2	0.0%	0
Don't know	3.0%	23	1.7%	2	4.6%	4	0.0%	0	2.5%	1	3.6%	2	2.1%	1	0.0%	0	0.0%	0
Vehicle parts	1.5%	12	3.3%	4	1.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Beauty products	1.3%	10	3.3%	4	0.0%	0	0.0%	0	2.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Cosmetics	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Craft goods	1.1%	8	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.5%	4	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist goods	0.5%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer software	0.4%	3	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Photography equipment	0.5%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	783	110		82		17		30		55		47		51		57		
Sample:	768	60		65		52		40		55		48		48		49		

**Q38 Which goods or services might your household purchase in the future via electronic home shopping?**

Banking	1.5%	22	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1	4.0%	4	1.0%	1
Books	10.1%	152	14.0%	26	6.9%	9	12.0%	4	6.0%	4	14.9%	15	6.9%	7	11.0%	12	14.9%	17
CD's, music, videos	11.4%	173	16.0%	29	7.9%	10	11.0%	4	11.0%	8	14.9%	15	5.0%	5	13.0%	14	12.9%	15
Clothes	10.2%	154	17.0%	31	10.9%	14	5.0%	2	8.0%	6	11.9%	12	5.0%	5	12.0%	13	7.9%	9
DIY goods	0.9%	14	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Food	4.8%	72	6.0%	11	2.0%	3	5.0%	2	2.0%	1	4.0%	4	5.9%	6	11.0%	12	4.0%	5
Furniture/Carpets	1.9%	28	4.0%	7	1.0%	1	3.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.0%	2
Garden items	0.6%	9	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Holiday and/or Travel Tickets	4.5%	68	4.0%	7	4.0%	5	5.0%	2	4.0%	3	5.9%	6	4.0%	4	2.0%	2	5.9%	7
Jewellery	1.7%	25	2.0%	4	2.0%	3	0.0%	0	1.0%	1	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Major electrical items	5.6%	84	4.0%	7	9.9%	13	4.0%	1	6.0%	4	8.9%	9	5.0%	5	6.0%	6	5.9%	7
Small electrical items	5.2%	79	1.0%	2	7.9%	10	1.0%	0	8.0%	6	8.9%	9	3.0%	3	11.0%	12	10.9%	13
Small household goods	2.6%	39	3.0%	6	0.0%	0	2.0%	1	2.0%	1	4.0%	4	2.0%	2	9.0%	10	3.0%	3
Sports goods	1.8%	26	1.0%	2	4.0%	5	0.0%	0	1.0%	1	4.0%	4	3.0%	3	3.0%	3	0.0%	0
Toys	3.5%	52	4.0%	7	3.0%	4	0.0%	0	4.0%	3	9.9%	10	2.0%	2	4.0%	4	0.0%	0
Other	1.1%	17	0.0%	0	1.0%	1	3.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Don't know	14.4%	217	16.0%	29	15.8%	20	12.0%	4	16.0%	12	8.9%	9	20.8%	20	10.0%	11	16.8%	20
Nothing	52.2%	788	49.0%	90	43.6%	55	59.0%	20	58.0%	43	51.5%	52	51.5%	51	52.0%	55	49.5%	58
Insurance	0.4%	5	0.0%	0	2.0%	3	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Beauty products	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Craft goods	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?</b>																		
<i>Total sample</i>																		
Ashington Leisure Centre, Institute Road, Ashington	1.7%	26	0.0%	0	0.0%	0	0.0%	0	10.0%	7	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Blyth Sports Centre, Bolam Avenue, Blyth	2.0%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.9%	8	2.0%	2	0.0%	0	0.0%	0
BodyForge Fitness Centre, Station Road, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	4.0%	61	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.9%	6	8.9%	9	1.0%	1	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Castle Farm Road, South Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	0.4%	6	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Club, Seafield Park, Seahouses	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	1.0%	15	0.0%	0	0.0%	0	13.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sporting Club Cramlington, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Granary Leisure Complex, Links Road, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	15
Wentworth Leisure Centre, Wentworth Park, Hexham	1.9%	29	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	2.4%	36	1.0%	2	22.8%	29	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	0.5%	8	0.0%	0	4.0%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	1.9%	29	15.0%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Duns	0.6%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	13	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3
Gosforth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.6%	9	4.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.9%	13	0.0%	0	1.0%	1	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Newcastle City Centre	0.6%	10	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
North Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Prudhoe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6
Rothbury	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wooler	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	0.0%	0	3.0%	4	2.0%	1	3.0%	2	1.0%	1	4.0%	4	10.0%	11	1.0%	1
(Don't know/can't remember)	1.0%	15	3.0%	6	1.0%	1	2.0%	1	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Do not do this activity)	64.7%	976	55.0%	101	52.5%	67	64.0%	21	68.0%	51	68.3%	69	59.4%	58	71.0%	75	73.3%	86
Jedburgh	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127		34		74		101		98		106		117		
Sample:	1509	100		101		100		100		101		101		100		101		

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q39</i>																		
Ashington Leisure Centre, Institute Road, Ashington	4.9%	26	0.0%	0	0.0%	0	0.0%	0	33.3%	7	9.4%	3	0.0%	0	0.0%	0	0.0%	0
Blyth Sports Centre, Bolam Avenue, Blyth	5.9%	31	0.0%	0	0.0%	0	0.0%	0	3.3%	1	25.0%	8	5.0%	2	0.0%	0	0.0%	0
BodyForge Fitness Centre, Station Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	11.7%	61	0.0%	0	0.0%	0	0.0%	0	6.7%	1	18.7%	6	22.5%	9	3.7%	1	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Castle Farm Road, South Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	1.1%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	1.1%	6	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Club, Seafield Park, Seahouses	0.7%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	2.9%	15	0.0%	0	0.0%	0	38.2%	4	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sporting Club Cramlington, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
The Granary Leisure Complex, Links Road, Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.5%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	15
Wentworth Leisure Centre, Wentworth Park, Hexham	5.7%	29	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	6.9%	36	2.4%	2	48.9%	29	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.6%	8	0.0%	0	8.5%	5	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	1.9%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Belford	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.6%	29	35.7%	28	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Blyth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	7.5%	3	0.0%	0
Carlisle City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.5%	1	0.0%	0
Duns	1.8%	9	11.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.5%	13	2.4%	2	2.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	7.4%	2
Gosforth	1.3%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	7.5%	3	7.4%	2
Guide Post	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0
Haltwhistle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.7%	9	9.5%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	12.5%	5	0.0%	0
Longbenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Lynemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.6%	13	0.0%	0	2.1%	1	26.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Newcastle City Centre	1.8%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	7.4%	2
North Shields	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Ponteland	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	8
Prudhoe	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Tweedmouth	0.7%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.5%	8	0.0%	0	2.1%	1	2.9%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0
Wooler	1.1%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	31	0.0%	0	6.4%	4	5.9%	1	10.0%	2	3.1%	1	10.0%	4	37.0%	11
Jedburgh	1.2%	6	0.0%	0	10.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	519		77		59		11		22		32		39		29	
Sample:	511		42		47		34		30		32		40		27	

**Q40 How do you normally travel to...? (centre mentioned at Q39)***Those who visit indoor sports or health and fitness at Q39*

Car/van (as driver)	67.5%	360	62.2%	52	77.1%	47	75.0%	9	75.0%	18	65.6%	21	70.7%	28	55.2%	17	70.4%	22
Car/van (as passenger)	8.2%	44	13.3%	11	2.1%	1	5.6%	1	6.2%	1	9.4%	3	9.8%	4	10.3%	3	3.7%	1
Bus, minibus or coach	3.0%	16	4.4%	4	2.1%	1	0.0%	0	3.1%	1	6.3%	2	0.0%	0	6.9%	2	3.7%	1
Walk	20.4%	109	20.0%	17	18.8%	11	19.4%	2	15.6%	4	12.5%	4	14.6%	6	27.6%	8	22.2%	7
Metro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	2.4%	1	0.0%	0	0.0%	0
Weighted base:	533		83		61		12		24		32		40		31		31	
Sample:	525		45		48		36		32		32		41		29		27	

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q41 Which centre/facility did you last visit for cinema?</b>																		
<i>Total sample</i>																		
Cineworld, Boldon Leisure Park, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	3.7%	56	2.0%	4	5.0%	6	4.0%	1	2.0%	1	3.0%	3	4.0%	4	12.0%	13	4.0%	5
Odeon, Osprey Drive, Wallsend	18.2%	274	3.0%	6	12.9%	16	27.0%	9	28.0%	21	32.7%	33	39.6%	39	5.0%	5	0.0%	0
Odeon, Russell Way, Metro Centre, Gateshead	10.6%	160	6.0%	11	12.9%	16	8.0%	3	9.0%	7	3.0%	3	2.0%	2	19.0%	20	31.7%	37
Side Cinema, the Side, Newcastle-upon-Tyne	0.6%	10	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
The Forum Cinema, Market Place, Hexham	3.8%	58	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.9%	10
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	1.0%	16	1.0%	2	1.0%	1	4.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	27	7.0%	13	3.0%	4	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Alnwick Playhouse, Bondgate, Alnwick	0.7%	11	1.0%	2	5.9%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	3.0%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pavilion Cinema, Galasheils	0.7%	11	3.0%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	0.6%	9	0.0%	0	2.0%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	0.9%	14	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Vue, Ocean Terminal, Edinburgh	1.5%	23	12.0%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	4.3%	65	10.0%	18	5.0%	6	1.0%	0	5.0%	4	2.0%	2	2.0%	2	2.0%	2	4.0%	5
(Do not do this activity)	50.3%	758	45.0%	83	40.6%	52	47.0%	16	55.0%	41	58.4%	59	49.5%	49	57.0%	60	45.5%	53
Weighted base:	1509	184	127	34	74	101	98	106	117									
Sample:	1509	100	101	100	100	101	101	100	101									

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q41 Which centre/facility did you last visit for cinema?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q41</i>																		
Cineworld, Boldon Leisure Park, Boldon Colliery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	8.2%	56	4.4%	4	9.1%	6	7.7%	1	5.0%	1	7.5%	3	8.2%	4	29.3%	13	7.8%	5
Odeon, Osprey Drive, Wallsend	40.0%	274	6.7%	6	23.6%	16	51.9%	9	70.0%	21	82.5%	33	81.6%	39	12.2%	5	0.0%	0
Odeon, Russell Way, Metro Centre, Gateshead	23.3%	160	13.3%	11	23.6%	16	15.4%	3	22.5%	7	7.5%	3	4.1%	2	46.3%	20	62.7%	37
Side Cinema, the Side, Newcastle-upon-Tyne	1.4%	10	0.0%	0	1.8%	1	1.9%	0	0.0%	0	0.0%	0	4.1%	2	4.9%	2	0.0%	0
The Forum Cinema, Market Place, Hexham	8.5%	58	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	17.6%	10
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	2.3%	16	2.2%	2	1.8%	1	7.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.9%	27	15.6%	13	5.5%	4	3.8%	1	0.0%	0	0.0%	0	2.0%	1	2.4%	1	3.9%	2
Alnwick Playhouse, Bondgate, Alnwick	1.6%	11	2.2%	2	10.9%	8	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.2%	8	6.7%	6	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	5	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Pavilion Cinema, Galasheils	1.5%	11	6.7%	6	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	1.3%	9	0.0%	0	3.6%	3	1.9%	0	2.5%	1	0.0%	0	0.0%	0	2.4%	1	2.0%	1
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	2.0%	14	15.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Vue, Ocean Terminal, Edinburgh	3.4%	23	26.7%	22	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	685		83		69		17		30		40		48		43			59
Sample:	685		45		55		52		40		40		49		41			51

**Q42 How do you normally travel to...? (centre mentioned at Q41)***Those who visit the cinema at Q41*

Car/van (as driver)	69.9%	525	72.7%	74	80.0%	61	83.0%	15	62.2%	21	64.3%	27	70.6%	35	72.1%	33	65.5%	42
Car/van (as passenger)	19.6%	147	25.5%	26	8.3%	6	9.4%	2	24.4%	8	23.8%	10	15.7%	8	18.6%	8	21.8%	14
Bus, minibus or coach	6.9%	52	0.0%	0	0.0%	0	3.8%	1	11.1%	4	11.9%	5	11.8%	6	9.3%	4	7.3%	5
Walk	1.6%	12	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.5%	11	0.0%	0	5.0%	4	3.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	751		101		76		18		33		42		50		45			64
Sample:	745		55		60		53		45		42		51		43			55

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?</b>										
<i>Total sample</i>										
Allendale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.8%	43	2.0%	4	28.7%	37	0.0%	0	0.0%	0
Amble	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	3.1%	46	0.0%	0	0.0%	0	0.0%	19.0%	14	1.0%
Bedlington	0.9%	14	0.0%	0	0.0%	0	0.0%	1	10.9%	11
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Belford	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	0.0%	0	0.0%	1	2.0%	2
Berwick-upon-Tweed	2.2%	33	18.0%	33	0.0%	0	0.0%	0	0.0%	0
Blyth	3.7%	55	0.0%	0	0.0%	0	0.0%	0	9.9%	10
Carlisle City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Coldstream	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	34	0.0%	0	0.0%	0	0.0%	4.0%	3	2.0%
Corbridge	0.9%	14	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cramlington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.4%	6	0.0%	0	0.0%	0	0.0%	1	1.0%	1
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	1	1.0%	1
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.4%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Kelso	0.4%	6	2.0%	4	2.0%	3	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	5.0%	75	0.0%	0	0.0%	0	16.0%	5	14.0%	10
Newbiggin-by-the-Sea	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	8.0%	120	1.0%	2	4.0%	5	3.0%	1	6.0%	4
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Prudhoe	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.3%	5	0.0%	0	3.0%	4	1.0%	0	0.0%	0
Seahouses	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tweedmouth	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whitley Bay	1.4%	21	1.0%	2	0.0%	0	1.0%	0	1.0%	1
Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wylam	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	83	4.0%	7	16.8%	21	10.0%	3	4.0%	3
(Don't know/can't remember)	1.4%	21	1.0%	2	0.0%	0	0.0%	0	1.0%	1
(Do not do this activity)	46.9%	708	53.0%	98	31.7%	40	61.0%	20	45.0%	33
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.8%	12	5.0%	9	2.0%	3	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Greenhead Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.8%	11	0.0%	0	8.9%	11	0.0%	0	0.0%	0
Jesmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stocksfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127	34	74	101	98	106	117
Sample:	1509	100		101	100	100	101	101	100	101

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?</b>										
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q43</i>										
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.5%	43	4.3%	4	42.0%	37	0.0%	0	0.0%	0
Amble	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.9%	46	0.0%	0	0.0%	0	0.0%	0	34.5%	14
Bedlington	1.8%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bedlington Station	0.5%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Belford	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Berwick-upon-Tweed	4.2%	33	39.1%	33	0.0%	0	0.0%	0	0.0%	0
Blyth	7.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Coldstream	0.5%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.3%	34	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Corbridge	1.8%	14	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Cramlington	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Gateshead	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Guide Post	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Haltwhistle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.6%	21	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Kelso	0.8%	6	4.3%	4	2.9%	3	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.6%	75	0.0%	0	0.0%	0	41.0%	5	25.5%	10
Newbiggin-by-the-Sea	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	15.4%	120	2.2%	2	5.8%	5	7.7%	1	10.9%	4
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	2.1%	16	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Prudhoe	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.7%	5	0.0%	0	4.3%	4	2.6%	0	0.0%	0
Seahouses	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Tweedmouth	0.4%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Whitley Bay	2.7%	21	2.2%	2	0.0%	0	2.6%	0	1.8%	1
Widdrington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.7%	83	8.7%	7	24.6%	21	25.6%	3	7.3%	3
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.5%	12	10.9%	9	2.9%	3	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Greenhead Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	1.5%	11	0.0%	0	13.0%	11	0.0%	0	0.0%	0
Jesmond	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Seaton Sluice	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stocksfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	780	85		87	13	41	57	51	47	60
Sample:	770	46		69	39	55	57	52	44	52

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q44 How do you normally travel to...? (centre mentioned at Q43)</b>																		
<i>Those who visit nightlife at Q43</i>																		
Car/van (as driver)	23.5%	188	25.5%	22	27.5%	24	48.7%	6	14.5%	6	24.1%	14	20.0%	11	20.0%	11	24.1%	15
Car/van (as passenger)	13.0%	104	12.8%	11	7.2%	6	10.3%	1	20.0%	8	24.1%	14	12.7%	7	14.0%	7	11.1%	7
Bus, minibus or coach	8.5%	68	8.5%	7	4.3%	4	5.1%	1	9.1%	4	8.6%	5	20.0%	11	12.0%	6	13.0%	8
Walk	38.2%	306	42.6%	37	50.7%	44	25.6%	3	32.7%	13	22.4%	13	18.2%	10	34.0%	18	35.2%	22
Taxi	14.5%	116	10.6%	9	7.2%	6	10.3%	1	21.8%	9	20.7%	12	20.0%	11	20.0%	11	14.8%	9
Train	1.2%	9	0.0%	0	1.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Metro	0.8%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Weighted base:		801		86		87		13		41		58		54		53		63
Sample:		791		47		69		39		55		58		55		50		54

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q45 Which centre/facility did you last visit for restaurants?</b>																		
<i>Total sample</i>																		
Allendale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	3.2%	48	1.0%	2	30.7%	39	4.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.4%	20	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	2.0%	30	1.0%	2	0.0%	0	1.0%	0	8.0%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.9%	13	1.0%	1	0.0%	0	0.0%	0
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.5%	53	29.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	4.4%	67	0.0%	0	0.0%	0	0.0%	0	5.0%	4	10.9%	11	4.0%	4	0.0%	0	0.0%	0
Carlisle City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	7
Cramlington	2.9%	44	0.0%	0	0.0%	0	0.0%	0	5.0%	4	4.0%	4	7.9%	8	1.0%	1	0.0%	0
Corbridge	0.9%	13	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5
Cramlington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Duns	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	8	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	18	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	5.9%	7
Gosforth	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.4%	66	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.9%	8
Kelso	1.2%	19	8.0%	15	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Longbenton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	7.3%	110	0.0%	0	4.0%	5	30.0%	10	18.0%	13	7.9%	8	2.0%	2	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.7%	11	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.7%	146	1.0%	2	5.0%	6	9.0%	3	8.0%	6	14.9%	15	15.8%	16	20.0%	21	13.9%	16
North Shields	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Ponteland	2.1%	32	0.0%	0	1.0%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	19.0%	20	0.0%	0
Prudhoe	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
Rothbury	0.8%	12	0.0%	0	5.9%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seahouses	0.7%	10	5.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Shiremoor	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
South Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Stakeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whitley Bay	1.6%	24	1.0%	2	0.0%	0	4.0%	1	0.0%	0	2.0%	2	9.9%	10	1.0%	1	0.0%	0
Widdrington Station	1.0%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	8	3.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wylam	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5
Other	7.9%	120	11.0%	20	12.9%	16	9.0%	3	8.0%	6	5.0%	5	10.9%	11	8.0%	8	9.9%	12
(Don't know/can't remember)	3.6%	54	4.0%	7	2.0%	3	1.0%	0	4.0%	3	2.0%	2	4.0%	4	4.0%	4	5.0%	6
(Do not do this activity)	23.0%	348	24.0%	44	12.9%	16	19.0%	6	28.0%	21	21.8%	22	24.8%	24	23.0%	24	26.7%	31
Barrasford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Edinburgh	0.7%	10	4.0%	7	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Jedburgh	0.7%	10	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lake District	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.5%	8	1.0%	2	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seaton Sluice	0.7%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Warkworth	0.4% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
<b>Q45 Which centre/facility did you last visit for restaurants?</b>																
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q45</i>																
Allendale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Alnwick	4.4%	48	1.4%	2	36.0%	39	5.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Amble	1.8%	20	1.4%	2	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ashington	2.7%	30	1.4%	2	0.0%	0	1.3%	0	11.8%	6	2.6%	2	0.0%	0	0.0%	0
Bedlington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.9%	13	1.4%	1	0.0%	0
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Belford	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.8%	53	40.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.0%	67	0.0%	0	0.0%	0	0.0%	0	7.4%	4	14.3%	11	5.6%	4	0.0%	0
Carlisle City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	8.7%
Cramlington	4.0%	44	0.0%	0	0.0%	0	0.0%	0	7.4%	4	5.2%	4	11.1%	8	1.4%	1
Corbridge	1.2%	13	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cramlington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Duns	0.5%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	8	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.6%	18	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.6%	2	1.4%	1	0.0%	8.7%
Gosforth	1.2%	13	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	4.2%	3	4.1%	3
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.0%	66	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	5.5%	4	10.1%	8
Kelso	1.7%	19	11.1%	15	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.9%	110	0.0%	0	4.7%	5	37.5%	10	26.5%	13	10.4%	8	2.8%	2	0.0%	0
Newbiggin-by-the-Sea	1.0%	11	0.0%	0	1.2%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0
Newcastle City Centre	13.2%	146	1.4%	2	5.8%	6	11.3%	3	11.8%	6	19.5%	15	22.2%	16	27.4%	21
North Shields	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	1.4%	1
Ponteland	2.9%	32	0.0%	0	1.2%	1	10.0%	3	0.0%	0	0.0%	0	26.0%	20	0.0%	0
Prudhoe	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12
Rothbury	1.1%	12	0.0%	0	7.0%	8	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	1
Ryton	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Seahouses	0.9%	10	6.9%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	0.0%	0
Shiremoor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	1
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	1.4%
Stakeford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Whitley Bay	2.2%	24	1.4%	2	0.0%	0	5.0%	1	0.0%	0	2.6%	2	13.9%	10	1.4%	1
Widdrington Station	1.4%	16	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.3%	1	0.0%	0	0.0%	0
Wooler	0.7%	8	4.2%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0
Wylam	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	10.8%	120	15.3%	20	15.1%	16	11.3%	3	11.8%	6	6.5%	5	15.3%	11	11.0%	8
Barrasford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Edinburgh	0.9%	10	5.6%	7	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Jedburgh	0.9%	10	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Lake District	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.7%	8	1.4%	2	1.2%	1	1.3%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	1.4%
Seaton Sluice	1.0%	11	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	4.2%	3	2.7%	2
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Stannington	0.2%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.3%
Warkworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	1107	132	108	27	51	77	70	77	80							
Sample:	1109	72	86	80	68	77	72	73	69							

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q46 How do you normally travel to...? (centre mentioned at Q45)</b>																		
<i>Those who visit restaurants at Q45</i>																		
Car/van (as driver)	43.7%	507	44.7%	63	44.3%	49	63.0%	17	44.4%	24	40.5%	32	44.7%	33	29.9%	24	39.2%	34
Car/van (as passenger)	24.9%	289	27.6%	39	11.4%	13	18.5%	5	31.9%	17	29.1%	23	22.4%	17	23.4%	19	27.0%	23
Bus, minibus or coach	7.0%	81	2.6%	4	2.3%	3	4.9%	1	12.5%	7	12.7%	10	17.1%	13	14.3%	12	5.4%	5
Motorcycle, scooter or moped	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.3%	189	18.4%	26	33.0%	37	11.1%	3	4.2%	2	7.6%	6	2.6%	2	22.1%	18	12.2%	10
Taxi	6.0%	70	3.9%	6	4.5%	5	0.0%	0	4.2%	2	10.1%	8	11.8%	9	3.9%	3	12.2%	10
Train	1.2%	14	1.3%	2	2.3%	3	1.2%	0	2.8%	1	0.0%	0	0.0%	0	1.3%	1	4.1%	3
Metro	0.5%	6	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	1.3%	1	3.9%	3	0.0%	0
Other	0.3%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weighted base:		1161		140		111		27		54		79		74		81		86
Sample:		1161		76		88		81		72		79		76		77		74

**Q47 Which centre/facility did you last visit for ten-pin bowling?***Total sample*

AMF Bowling, Westgate Road, Newcastle-upon-Tyne	1.6%	24	0.0%	0	3.0%	4	3.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3
Dunes Adventure Island, Sea Road, South Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	5.4%	82	0.0%	0	5.0%	6	5.0%	2	7.0%	5	6.9%	7	12.9%	13	3.0%	3	0.0%	0
Other	0.7%	11	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	1.0%	2	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	0.6%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Metro Centre, Gateshead	1.1%	16	1.0%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Silverlink Shopping Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	1.7%	25	0.0%	0	1.0%	1	3.0%	1	8.0%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	2.9%	43	1.0%	2	2.0%	3	2.0%	1	3.0%	2	1.0%	1	5.0%	5	1.0%	1	2.0%	2
(Do not do this activity)	84.5%	1275	92.0%	169	77.2%	98	87.0%	29	78.0%	58	90.1%	91	78.2%	77	90.0%	95	91.1%	107
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q47 Which centre/facility did you last visit for ten-pin bowling?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q47</i>																		
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	12.6%	24	0.0%	0	14.3%	4	27.3%	1	5.3%	1	0.0%	0	0.0%	0	44.4%	4	42.9%	3
Dunes Adventure Island, Sea Road, South Shields	2.5%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	42.8%	82	0.0%	0	23.8%	6	45.5%	2	36.8%	5	77.8%	7	76.5%	13	33.3%	3	0.0%	0
Other	5.6%	11	0.0%	0	9.5%	3	0.0%	0	5.3%	1	0.0%	0	5.9%	1	0.0%	0	14.3%	1
Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.3%	8	14.3%	2	23.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	4.8%	9	71.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	3.6%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	11.8%	2	11.1%	1	0.0%	0
Metro Centre, Gateshead	8.5%	16	14.3%	2	19.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	28.6%	2
Silverlink Shopping Park, Newcastle-upon-Tyne	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	13.2%	25	0.0%	0	4.8%	1	27.3%	1	42.1%	6	22.2%	2	5.9%	1	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	0.7%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		191		13		26		4		14		9		17		10		8
Sample:		189		7		21		11		19		9		17		9		7

**Q48 How do you normally travel to...? (centre mentioned at Q47)***Those who visit ten-pin bowling at Q47*

Car/van (as driver)	72.5%	170	62.5%	9	78.3%	23	92.3%	4	68.2%	11	70.0%	7	63.6%	14	100.0%	11	66.7%	7
Car/van (as passenger)	22.3%	52	37.5%	6	21.7%	6	0.0%	0	18.2%	3	30.0%	3	27.3%	6	0.0%	0	11.1%	1
Bus, minibus or coach	3.6%	9	0.0%	0	0.0%	0	7.7%	0	13.6%	2	0.0%	0	4.5%	1	0.0%	0	22.2%	2
Walk	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Train	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		15		29		4		16		10		21		11		10
Sample:		234		8		23		13		22		10		22		10		9

**Q49 Which centre/facility did you last visit for bingo?***Total sample*

Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	2.0%	31	0.0%	0	0.0%	0	1.0%	0	2.0%	1	4.0%	4	6.9%	7	1.0%	1	0.0%	0
Gala, Milburn Road, Ashington	1.5%	22	0.0%	0	0.0%	0	0.0%	0	10.0%	7	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Gala, Metro Centre, Gateshead	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Mecca, Post Office Square, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Mecca, High Street West, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other	2.8%	43	6.0%	11	4.0%	5	2.0%	1	1.0%	1	4.0%	4	3.0%	3	1.0%	1	1.0%	1
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1
(Do not do this activity)	90.9%	1372	93.0%	171	96.0%	122	97.0%	32	87.0%	65	82.2%	83	88.1%	87	97.0%	103	93.1%	109
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q49 Which centre/facility did you last visit for bingo?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q49</i>																		
Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	1.4%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	24.1%	31	0.0%	0	0.0%	0	33.3%	0	15.4%	1	25.0%	4	70.0%	7	33.3%	1	0.0%	0
Gala, Milburn Road, Ashington	17.4%	22	0.0%	0	0.0%	0	0.0%	0	76.9%	7	18.7%	3	0.0%	0	0.0%	0	16.7%	1
Gala, Metro Centre, Gateshead	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	33.3%	2
Mecca, Post Office Square, Blyth	13.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0	0.0%	0
Mecca, High Street West, Wallsend	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Other	33.3%	43	85.7%	11	100.0%	5	66.7%	1	7.7%	1	25.0%	4	30.0%	3	33.3%	1	16.7%	1
Greenhead Village	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		128		13		5		1		10		16		10		3		7
Sample:		124		7		4		3		13		16		10		3		6

**Q50 How do you normally travel to...? (centre mentioned at Q49)***Those who visit bingo at Q49*

Car/van (as driver)	35.0%	48	28.6%	4	50.0%	3	66.7%	1	15.4%	1	55.6%	10	50.0%	6	66.7%	2	42.9%	3
Car/van (as passenger)	22.5%	31	28.6%	4	0.0%	0	33.3%	0	23.1%	2	11.1%	2	41.7%	5	33.3%	1	28.6%	2
Bus, minibus or coach	8.0%	11	0.0%	0	0.0%	0	0.0%	0	7.7%	1	11.1%	2	0.0%	0	0.0%	0	14.3%	1
Motorcycle, scooter or moped	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.0%	40	28.6%	4	50.0%	3	0.0%	0	30.8%	3	16.7%	3	8.3%	1	0.0%	0	14.3%	1
Taxi	3.3%	4	0.0%	0	0.0%	0	0.0%	0	23.1%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Played online	1.3%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		137		13		5		1		10		18		12		3		8
Sample:		133		7		4		3		13		18		12		3		7

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?</b>																		
<i>Total sample</i>																		
Alnwick Playhouse, Bondgate, Alnwick	1.1%	17	0.0%	0	9.9%	13	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	0.9%	14	1.0%	2	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Berwick Museum, The Parade, Berwick-upon- Tweed	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon- Tyne	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.2%	3	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	1.8%	27	0.0%	0	1.0%	1	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	5.9%	7
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carliol Square, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	4.4%	67	1.0%	2	1.0%	1	9.0%	3	9.0%	7	5.9%	6	6.9%	7	4.0%	4	3.0%	3
Hatton Gallery, Newcastle University, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	1.9%	28	0.0%	0	5.0%	6	1.0%	0	2.0%	1	1.0%	1	2.0%	2	4.0%	4	2.0%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	0.5%	8	4.0%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Childhood, High Street, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Northern Stage, Barras Bridge, Newcastle-upon- Tyne	1.9%	29	1.0%	2	0.0%	0	2.0%	1	2.0%	1	1.0%	1	2.0%	2	5.0%	5	5.9%	7
Phoenix Theatre, Beaconsfield Street, Blyth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon- Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.2%	3	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Canongate, Edinburgh																		
The Old Gaol, Hallgate, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen's Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roman Army Museum, Greenhead, Brampton	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Round, Lime Street, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalty Theatre, the Royalty, Sunderland	0.9%	14	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
The Writers' Museum, Lawnmarket, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Grey Street, Newcastle-upon-Tyne	13.6%	206	6.0%	11	8.9%	11	26.0%	9	14.0%	10	19.8%	20	14.9%	15	20.0%	21	15.8%	19
Tynedale Museum Service, Market Place, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in London	2.1%	32	2.0%	4	5.0%	6	4.0%	1	2.0%	1	1.0%	1	1.0%	1	4.0%	4	2.0%	2
Other	4.0%	60	5.0%	9	7.9%	10	7.0%	2	3.0%	2	4.0%	4	3.0%	3	4.0%	4	3.0%	3
(Don't know/can't remember)	5.0%	76	2.0%	4	5.9%	8	2.0%	1	7.0%	5	5.0%	5	4.0%	4	8.0%	8	11.9%	14
(Do not do this activity)	52.4%	791	59.0%	109	37.6%	48	37.0%	12	52.0%	39	56.4%	57	58.4%	58	44.0%	47	44.6%	52
Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	2.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Edinburgh Playhouse, Edinburgh	0.9%	14	5.0%	9	3.0%	4	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Festival Theatre, Edinburgh	0.4%	6	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadrians Wall	0.3%	4	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Centre, Newcastle	0.4%	6	0.0%	0	1.0%	1	1.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sunderland Empire, High Street West, Sunderland	1.0%	15	0.0%	0	1.0%	1	1.0%	0	3.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Woodhorn Museum, Ashington	0.9%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127	34	74		101		98		106		117				
Sample:	1509	100		101	100	100		101		101		100		101				

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q51</i>																		
Alnwick Playhouse, Bondgate, Alnwick	2.6%	17	0.0%	0	17.5%	13	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	2.1%	14	2.6%	2	1.8%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Berwick Museum, The Parade, Berwick-upon- Tweed	0.9%	6	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon- Tyne	0.9%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.6%	1	0.0%	0	2.1%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.5%	3	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	4.2%	27	0.0%	0	1.8%	1	3.3%	1	0.0%	0	2.6%	1	5.3%	2	0.0%	0	13.6%	7
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carloli Square, Newcastle-upon-Tyne	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	10.5%	67	2.6%	2	1.8%	1	14.8%	3	22.0%	7	15.4%	6	18.4%	7	8.3%	4	6.8%	3
Hatton Gallery, Newcastle University, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	4.4%	28	0.0%	0	8.8%	6	1.6%	0	4.9%	1	2.6%	1	5.3%	2	8.3%	4	4.5%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	1.3%	8	10.3%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Childhood, High Street, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	1.3%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1	2.1%	1	0.0%	0
Northern Stage, Barras Bridge, Newcastle-upon- Tyne	4.5%	29	2.6%	2	0.0%	0	3.3%	1	4.9%	1	2.6%	1	5.3%	2	10.4%	5	13.6%	7
Phoenix Theatre, Beaconsfield Street, Blyth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon- Tyne	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle- upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.5%	3	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Canongate, Edinburgh									
The Old Gaol, Hallgate, Hexham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The Queen's Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Roman Army Museum, Greenhead, Brampton	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%
The Round, Lime Street, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
The Royalty Theatre, the Royalty, Sunderland	2.2%	14	5.1%	4	0.0%	0	0.0%	0	0.0%
The Writers' Museum, Lawnmarket, Edinburgh	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%
Theatre Royal, Grey Street, Newcastle-upon-Tyne	32.1%	206	15.4%	11	15.8%	11	42.6%	9	34.1%
Tynedale Museum Service, Market Place, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Facilities in London	5.0%	32	5.1%	4	8.8%	6	6.6%	1	4.9%
Other	9.4%	60	12.8%	9	14.0%	10	11.5%	2	7.3%
Alnwick	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%
Edinburgh	1.2%	8	5.1%	4	3.5%	3	0.0%	0	0.0%
Edinburgh Playhouse, Edinburgh	2.2%	14	12.8%	9	5.3%	4	1.6%	0	0.0%
Festival Theatre, Edinburgh	0.9%	6	5.1%	4	1.8%	1	0.0%	0	0.0%
Hadrians Wall	0.7%	4	0.0%	0	1.8%	1	1.6%	0	0.0%
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Life Centre, Newcastle	1.0%	6	0.0%	0	1.8%	1	1.6%	0	0.0%
Sunderland Empire, High Street West, Sunderland	2.3%	15	0.0%	0	1.8%	1	1.6%	0	7.3%
Woodhorn Museum, Ashington	2.1%	13	0.0%	0	0.0%	0	0.0%	0	4.9%
Weighted base:	642		72		72		20		30
Sample:	656		39		57		61		41

**Q52 How do you normally travel to...? (centre mentioned at Q51)***Those who visit cultural activities at Q51*

Car/van (as driver)	52.1%	374	56.1%	42	61.9%	49	66.7%	14	33.3%	12	43.2%	19	38.1%	16	42.9%	25	44.6%	29
Car/van (as passenger)	17.1%	123	14.6%	11	9.5%	8	12.7%	3	18.7%	7	20.5%	9	7.1%	3	21.4%	13	26.8%	17
Bus, minibus or coach	16.9%	121	12.2%	9	9.5%	8	14.3%	3	37.5%	13	34.1%	15	28.6%	12	16.1%	10	12.5%	8
Walk	1.8%	13	0.0%	0	7.9%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1
Train	7.4%	53	14.6%	11	7.9%	6	4.8%	1	4.2%	1	2.3%	1	2.4%	1	7.1%	4	14.3%	9
Metro	2.9%	21	0.0%	0	3.2%	3	0.0%	0	4.2%	1	0.0%	0	21.4%	9	8.9%	5	0.0%	0
Other	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.8%	1	0.0%	0
Aeroplane	0.4%	3	2.4%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	718		75		79		21		36		44		41		59		65	
Sample:	733		41		63		63		48		44		42		56		56	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?</b>																		
<i>Total sample</i>																		
Celtic Football Club, Celtic Park, Glasgow	0.3%	4	2.0%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	0.6%	9	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	9.9%	149	4.0%	7	11.9%	15	9.0%	3	7.0%	5	7.9%	8	10.9%	11	11.0%	12	14.9%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	1.3%	19	1.0%	2	3.0%	4	2.0%	1	2.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	4.0%	61	10.0%	18	6.9%	9	5.0%	2	3.0%	2	5.0%	5	5.0%	5	2.0%	2	0.0%	0
Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	1.0%	15	0.0%	0	2.0%	3	1.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2
(Don't know/can't remember)	1.6%	24	2.0%	4	4.0%	5	3.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
(Do not do this activity)	80.2%	1210	79.0%	145	71.3%	91	76.0%	25	85.0%	63	80.2%	81	79.2%	78	80.0%	85	81.2%	95
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?</b>																		
<i>Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q53</i>																		
Celtic Football Club, Celtic Park, Glasgow	1.5%	4	10.5%	4	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	3.1%	9	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	3	5.6%	1
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	54.3%	149	21.1%	7	48.0%	15	42.9%	3	53.8%	5	40.0%	8	57.9%	11	55.0%	12	83.3%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	10.0%	2	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	7.0%	19	5.3%	2	12.0%	4	9.5%	1	15.4%	1	10.0%	2	5.3%	1	0.0%	0	0.0%	0
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other	22.2%	61	52.6%	18	28.0%	9	23.8%	2	23.1%	2	25.0%	5	26.3%	5	10.0%	2	0.0%	0
Ashington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	5.6%	15	0.0%	0	8.0%	3	4.8%	0	0.0%	0	15.0%	3	10.5%	2	5.0%	1	11.1%	2
Weighted base:	275			35		32		7		10		20		19		21		21
Sample:	272			19		25		21		13		20		19		20		18

**Q54 How do you normally travel to...? (centre mentioned at Q53)***Those who visit sporting events at Q53*

Car/van (as driver)	55.7%	167	42.9%	17	62.1%	23	66.7%	5	53.3%	6	60.0%	12	61.9%	13	60.0%	13	52.6%	12
Car/van (as passenger)	17.4%	52	23.8%	9	13.8%	5	16.7%	1	13.3%	1	15.0%	3	9.5%	2	10.0%	2	15.8%	3
Bus, minibus or coach	12.1%	36	4.8%	2	10.3%	4	8.3%	1	26.7%	3	15.0%	3	9.5%	2	10.0%	2	26.3%	6
Motorcycle, scooter or moped	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	18	23.8%	9	6.9%	3	4.2%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Train	3.9%	12	4.8%	2	3.4%	1	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Metro	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	14.3%	3	10.0%	2	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.8%	1	5.0%	1	0.0%	0
Weighted base:	299			39		37		8		11		20		20		21		22
Sample:	296			21		29		24		15		20		21		20		19

**AGE Age of respondent**

18-24 years	1.3%	20	1.0%	2	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1
25-34 years	5.6%	84	9.0%	17	5.9%	8	3.0%	1	3.0%	2	5.9%	6	7.9%	8	3.0%	3	5.0%	6
35-44 years	18.0%	272	20.0%	37	34.7%	44	11.0%	4	14.0%	10	20.8%	21	17.8%	18	9.0%	10	15.8%	19
45-54 years	24.5%	370	33.0%	61	36.6%	47	30.0%	10	31.0%	23	24.8%	25	19.8%	19	22.0%	23	21.8%	26
55-64 years	19.2%	290	13.0%	24	5.9%	8	17.0%	6	17.0%	13	25.7%	26	21.8%	21	13.0%	14	29.7%	35
65 plus	30.9%	467	24.0%	44	16.8%	21	37.0%	12	33.0%	25	21.8%	22	31.7%	31	50.0%	53	25.7%	30
(Refused)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Weighted base:	1509			184		127		34		74		101		98		106		117
Sample:	1509			100		101		100		100		101		101		100		101

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>GEN Gender of respondent</b>									
Male	19.7% 297	14.0% 26	24.8% 32	22.0% 7	16.0% 12	24.8% 25	16.8% 17	15.0% 16	19.8% 23
Female	80.3% 1212	86.0% 158	75.2% 96	78.0% 26	84.0% 62	75.2% 76	83.2% 82	85.0% 90	80.2% 94
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

**ETH Ethnicity of Respondent**

White	99.6% 1503	99.0% 182	100.0% 127	100.0% 34	100.0% 74	100.0% 101	100.0% 98	98.0% 104	100.0% 117
Indian	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Pakistani	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Bangladeshi	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other Asian	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Black Caribbean	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Black African	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other Black	0.0% 0	0.0% 0	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	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	0.0% 0	0.0% 0
Mixed Race	0.1% 2	1.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Refused)	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

**CWE Is the chief wage earner full-time or part-time?***Those who work*

Full time	62.6% 737	77.3% 107	78.3% 91	63.5% 18	60.0% 36	69.1% 56	65.8% 51	54.2% 41	61.0% 55
Part time	8.3% 98	10.7% 15	4.3% 5	5.9% 2	8.8% 5	7.4% 6	6.3% 5	6.9% 5	9.1% 8
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Retired	25.1% 296	9.3% 13	14.1% 16	30.6% 9	27.5% 16	19.8% 16	26.6% 20	38.9% 30	26.0% 23
Unemployed	2.9% 34	1.3% 2	2.2% 3	0.0% 0	3.8% 2	2.5% 2	1.3% 1	0.0% 0	3.9% 3
Disabled / long term sick	0.9% 11	1.3% 2	1.1% 1	0.0% 0	0.0% 0	1.2% 1	0.0% 0	0.0% 0	0.0% 0
Housewife	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1177	138	116	28	59	81	77	76	89
Sample:	1178	75	92	85	80	81	79	72	77

**HOM Do you own you own home?**

Yes	78.1% 1179	73.0% 134	74.3% 95	81.0% 27	79.0% 59	84.2% 85	76.2% 75	89.0% 94	83.2% 97
No	21.9% 330	27.0% 50	25.7% 33	19.0% 6	21.0% 16	15.8% 16	23.8% 23	11.0% 12	16.8% 20
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

**ADU How many adults, including yourself, live in your household (16 years and above)?**

One	23.1% 349	19.0% 35	25.7% 33	21.0% 7	22.0% 16	23.8% 24	26.7% 26	23.0% 24	22.8% 27
Two	55.8% 841	56.0% 103	48.5% 62	61.0% 20	53.0% 39	59.4% 60	58.4% 58	58.0% 61	56.4% 66
Three	14.0% 211	14.0% 26	15.8% 20	9.0% 3	19.0% 14	11.9% 12	11.9% 12	11.0% 12	11.9% 14
Four	5.4% 81	6.0% 11	7.9% 10	9.0% 3	4.0% 3	5.0% 5	3.0% 3	6.0% 6	6.9% 8
Five	0.8% 12	2.0% 4	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	1.0% 1
Six or more	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Refused)	0.9% 14	3.0% 6	1.0% 1	0.0% 0	2.0% 1	0.0% 0	0.0% 0	1.0% 1	1.0% 1
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

**CHI How many children live in your household, aged 15 years and under?**

None	75.0% 1132	64.0% 118	64.4% 82	80.0% 27	79.0% 59	71.3% 72	81.2% 80	77.0% 81	74.3% 87
One	11.3% 171	15.0% 28	15.8% 20	6.0% 2	9.0% 7	12.9% 13	5.0% 5	12.0% 13	11.9% 14
Two	9.6% 145	15.0% 28	11.9% 15	9.0% 3	6.0% 4	12.9% 13	10.9% 11	10.0% 11	8.9% 10
Three	2.4% 36	2.0% 4	4.0% 5	5.0% 2	4.0% 3	1.0% 1	3.0% 3	0.0% 0	3.0% 3
Four	0.4% 6	1.0% 2	2.0% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Five	0.2% 3	0.0% 0	1.0% 1	0.0% 0	0.0% 0	2.0% 2	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	0.0% 0	0.0% 0
(Refused)	1.0% 15	3.0% 6	1.0% 1	0.0% 0	2.0% 1	0.0% 0	0.0% 0	1.0% 1	2.0% 2
Weighted base:	1509	184	127	34	74	101	98	106	117
Sample:	1509	100	101	100	100	101	101	100	101

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>CAR How many cars does your household own or have the use of?</b>																		
None	15.4%	232	12.0%	22	5.9%	8	2.0%	1	21.0%	16	13.9%	14	14.9%	15	19.0%	20	16.8%	20
One	46.2%	697	40.0%	74	50.5%	64	43.0%	14	50.0%	37	49.5%	50	54.5%	54	42.0%	44	40.6%	48
Two	29.8%	450	37.0%	68	25.7%	33	44.0%	15	23.0%	17	29.7%	30	23.8%	23	31.0%	33	34.7%	41
Three	5.4%	82	5.0%	9	8.9%	11	9.0%	3	4.0%	3	5.0%	5	5.0%	5	6.0%	6	3.0%	3
Four	2.4%	36	3.0%	6	7.9%	10	2.0%	1	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	5
(Refused)	0.8%	13	3.0%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101
<b>SEG Socio-economic group</b>																		
A	1.8%	27	2.0%	4	0.0%	0	4.0%	1	2.0%	1	2.0%	2	1.0%	1	6.0%	6	1.0%	1
B	10.4%	157	9.0%	17	10.9%	14	25.0%	8	6.0%	4	11.9%	12	5.0%	5	12.0%	13	12.9%	15
C1	28.2%	426	29.0%	53	38.6%	49	32.0%	11	26.0%	19	24.8%	25	27.7%	27	24.0%	25	28.7%	34
C2	20.4%	308	20.0%	37	24.8%	32	17.0%	6	20.0%	15	22.8%	23	24.8%	24	19.0%	20	16.8%	20
D	15.8%	239	14.0%	26	14.9%	19	7.0%	2	25.0%	19	16.8%	17	18.8%	19	11.0%	12	16.8%	20
E	17.8%	268	23.0%	42	8.9%	11	10.0%	3	18.0%	13	13.9%	14	19.8%	19	19.0%	20	12.9%	15
(Refused)	5.5%	83	3.0%	6	2.0%	3	5.0%	2	3.0%	2	7.9%	8	3.0%	3	9.0%	10	10.9%	13
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		
<b>QUOTA Postcode</b>											
CA8 7	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CA9 3	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
DH8 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	12	
NE136	1.3%	20	0.0%	0	0.0%	0	0.0%	0	19.0%	20	
NE150	0.6%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	
NE159	1.8%	26	0.0%	0	0.0%	0	0.0%	0	25.0%	26	
NE177	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	15.8%	19
NE180	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	
NE191	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	
NE192	0.3%	4	0.0%	0	0.0%	0	12.0%	4	0.0%	0	
NE200	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	6	
NE209	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	39.0%	41
NE225	2.2%	33	0.0%	0	0.0%	0	0.0%	0	32.7%	33	
NE226	1.6%	24	0.0%	0	0.0%	0	0.0%	0	23.8%	24	
NE227	1.2%	18	0.0%	0	0.0%	0	0.0%	0	17.8%	18	
NE231	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE232	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE233	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE236	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE237	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	45.5%	45
NE238	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE241	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE242	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE243	2.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE244	1.7%	26	0.0%	0	0.0%	0	0.0%	0	25.7%	26	
NE245	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE250	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	37.6%	37
NE264	1.1%	17	0.0%	0	0.0%	0	0.0%	0	16.8%	17	
NE418	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	7.9%	9
NE425	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	22.8%	27
NE426	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	21.8%	26
NE437	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	14.9%	17
NE446	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	4.0%	5
NE455	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE461	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE462	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE463	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE464	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE470	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	3.0%	3
NE475	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE476	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE477	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE478	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE479	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE481	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE482	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE483	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE484	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE490	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE499	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE611	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE612	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE613	1.0%	16	0.0%	0	0.0%	0	47.0%	16	0.0%	0	
NE614	0.3%	4	0.0%	0	0.0%	0	13.0%	4	0.0%	0	
NE615	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE616	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE625	2.7%	41	0.0%	0	0.0%	0	55.0%	41	0.0%	0	
NE630	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE638	2.2%	33	0.0%	0	0.0%	0	45.0%	33	0.0%	0	
NE639	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE646	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE650	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE657	0.9%	14	0.0%	0	10.9%	14	0.0%	0	0.0%	0	
NE658	0.6%	9	0.0%	0	0.0%	0	28.0%	9	0.0%	0	
NE659	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
NE661	1.6%	24	0.0%	0	18.8%	24	0.0%	0	0.0%	0	
NE662	1.7%	25	0.0%	0	19.8%	25	0.0%	0	0.0%	0	
NE663	1.3%	19	0.0%	0	14.9%	19	0.0%	0	0.0%	0	
NE664	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	
NE665	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
NE675	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	
NE687	0.7%	11	6.0%	11	0.0%	0	0.0%	0	0.0%	0	

Column %ges.

# Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
NE697	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE707	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE716	0.9%	13	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD106	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD113	1.8%	28	15.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD124	1.2%	18	10.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD151	1.8%	28	15.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD152	3.0%	46	25.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 7	1.5%	22	12.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 8	0.7%	10	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD8 6	1.5%	23	0.0%	0	17.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127	34	74	101	98	106	117								
Sample:	1509	100		101	100	100	101	101	100	101								

**ZONE Zone**

Zone 1	12.2%	184	100.0%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.4%	127	0.0%	0	100.0%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.9%	74	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0
Zone 7	7.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	0.0%	0
Zone 8	7.8%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	117
Zone 9	5.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.2%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	8.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	184		127	34	74	101	98	106	117								
Sample:	1509	100		101	100	100	101	101	100	101								