

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q01 Where do you go for your main food and grocery shopping?								
<i>Total sample</i>								
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	1.0%	1
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	12.0%	9	3.9%	3	0.0%	0
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	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
Asda, Cowpen Road, Blyth	14.8%	223	0.0%	0	0.0%	0	8.8%	11
Asda, Currie Road, Galashiels	2.1%	32	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.7%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	9.2%	138	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.2%	94	0.0%	0	0.0%	0	52.9%	65
Asda, Metro Centre, Gateshead	3.0%	46	3.0%	2	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Co-op Alldays, High Street, Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	6.9%	5	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	1.0%	1	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	1.0%	1
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	2.0%	2
Lidl, Albion Retail Park, Blyth	0.1%	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
Lidl, Shedden Park Road, Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	0.0%	0	2.0%	1
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	1.0%	1	1.0%	1
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	2.0%	1
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Centre, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	3.3%	50	0.0%	0	0.0%	0	0.0%	4
Morrisons, Fenkle Street, Alnwick	0.9%	14	1.0%	1	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	6.0%	90	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	1	1.0%	1
Morrisons, Preston North Road, Tynemouth	3.0%	45	0.0%	0	0.0%	0	28.0%	35
Morrisons, Regent Street, Blyth	4.7%	71	0.0%	0	0.0%	0	57.4%	42
Morrisons, Stanley Terrace, Morpeth	3.5%	53	0.0%	0	0.0%	8	1.0%	1
Morrisons, The Killingworth Centre, Killingworth	0.3%	4	1.0%	1	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.6%	10	0.0%	0	0.0%	2	2.0%	2
Netto, Choppington Road, Bedlington	0.4%	6	0.0%	0	0.0%	1	2.0%	2
Netto, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Netto, High Row, Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.6%	10	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Local, Lane Head, Ryton	0.3%	4	0.0%	0	4.9%	4	0.0%	0
Sainsbury's, Aesica Road, Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	2.6%	40	0.0%	0	0.0%	23.5%	29	1.0%
Sainsbury's, Manor Walks Shopping Centre, Cramlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	1.1%	17	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Newstead Drive, Whitley Bay	2.2%	33	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	0.4%	6	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
Somerfield, Parsons Drive, Ryton	0.5%	7	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
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	3.9%	59	2.0%	2	0.0%	0	6.9%	5
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	6.3%	95	46.0%	35	45.1%	36	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Delves Lane, Consett	1.0%	15	0.0%	0	0.0%	0	0.0%	1
Tesco, Market Place, Bedlington	1.9%	29	21.0%	16	5.9%	5	0.0%	0
Waitrose, Wentworth Park, Hexham	0.2%	3	0.0%	0	3.9%	3	0.0%	0
Local Shops, Carlisle	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Local Shops, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	1
Local Shops, Hexham	0.4%	6	6.0%	5	1.0%	1	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	1.0%	1

Column % ges.

Northumberland Household Survey for White Young Green

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.1%	1	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
Other	2.1%	31	2.0%	2	7.8%	6	0.0%	0
Internet/ Home Delivery	3.3%	51	1.0%	1	6.9%	5	1.0%	1
Varies	1.1%	16	0.0%	0	1.0%	1	1.0%	1
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	7.8%	6	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q01 Where do you go for your main food and grocery shopping?								
<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
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	1.0%	1
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	12.0%	9	4.0%	3	0.0%	0
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	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
Asda, Cowpen Road, Blyth	15.0%	223	0.0%	0	0.0%	0	8.9%	11
Asda, Currie Road, Galashiels	2.2%	32	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.8%	11	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	9.3%	138	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.3%	94	0.0%	0	0.0%	0	53.5%	65
Asda, Metro Centre, Gateshead	3.0%	46	3.0%	2	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Co-op Alldays, High Street, Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	6.9%	5	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.2%	2	0.0%	0	0.0%	0	1.0%	1
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	1.0%	1	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	1.0%	1
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	2.0%	2
Lidl, Albion Retail Park, Blyth	0.1%	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
Lidl, Shedden Park Road, Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	0.0%	0	2.0%	1
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	1.0%	1	1.0%	1
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	2.0%	1
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Centre, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	3.3%	50	0.0%	0	0.0%	0	0.0%	4
Morrisons, Fenkle Street, Alnwick	0.9%	14	1.0%	1	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	6.0%	90	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	1.0%	1
Morrisons, Preston North Road, Tynemouth	3.0%	45	0.0%	0	0.0%	0	28.0%	35
Morrisons, Regent Street, Blyth	4.8%	71	0.0%	0	0.0%	0	58.6%	42
Morrisons, Stanley Terrace, Morpeth	3.6%	53	0.0%	0	0.0%	0	6.9%	8
Morrisons, The Killingworth Centre, Killingworth	0.3%	4	1.0%	1	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.6%	10	0.0%	0	0.0%	0	2.0%	2
Netto, Choppington Road, Bedlington	0.4%	6	0.0%	0	0.0%	0	1.0%	1
Netto, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Netto, High Row, Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.3%	5	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
Sainsbury's Local, Lane Head, Ryton	0.3%	4	0.0%	0	5.0%	4	0.0%	0
Sainsbury's, Aesica Road, Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	2.7%	40	0.0%	0	0.0%	0	23.8%	29
Sainsbury's, Manor Walks Shopping Centre, Cramlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	1.2%	17	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Newstead Drive, Whitley Bay	2.2%	33	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	0.4%	6	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
Somerfield, Parsons Drive, Ryton	0.5%	7	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
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	3.9%	59	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	6.4%	95	46.0%	35	45.5%	36	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Delves Lane, Consett	1.0%	15	0.0%	0	0.0%	0	1.0%	1
Tesco, Market Place, Bedlington	1.9%	29	21.0%	16	5.9%	5	0.0%	0
Waitrose, Wentworth Park, Hexham	0.2%	3	0.0%	0	4.0%	3	0.0%	0
Local Shops, Carlisle	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Local Shops, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	0.4%	6	6.0%	5	1.0%	1	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.1%	1	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
Other	2.1%	31	2.0%	2	7.9%	6	0.0%	0
Internet/ Home Delivery	3.4%	51	1.0%	1	6.9%	5	1.0%	4
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	7.9%	6	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	3
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Paton Street, Galashiels	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1493	76	78	122	124	72	100	89
Sample:	1491	100	101	101	100	99	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	1.0%	1	1.0%	1	0.0%	0
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Car parking provision	2.5%	37	4.0%	3	3.9%	3	0.0%	0	4.0%	5	1.0%	1	7.0%	7	1.0%	1
Choice of food goods available	10.8%	163	10.0%	8	13.7%	11	6.9%	8	16.0%	20	7.9%	6	15.0%	15	11.0%	10
Choice of shops nearby selling non-food goods	0.5%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Choice of shops selling food goods	1.1%	17	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1
Entertainment/events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit/always use it/preference for retailer	8.5%	128	9.0%	7	9.8%	8	8.8%	11	9.0%	11	6.9%	5	8.0%	8	9.0%	8
Lower prices	15.5%	234	18.0%	14	10.8%	9	28.4%	35	12.0%	15	7.9%	6	13.0%	13	22.0%	20
Near to home	37.8%	570	32.0%	24	39.2%	31	33.3%	41	31.0%	39	43.6%	32	37.0%	38	33.0%	30
Near to work	1.7%	26	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.0%	4	2.0%	2	2.0%	2
Provision of leisure facilities nearby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Quality of food goods available	5.6%	85	15.0%	11	7.8%	6	6.9%	8	6.0%	7	5.9%	4	1.0%	1	6.0%	5
Quality of shops selling food goods	0.4%	6	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Shopping environment	0.7%	11	1.0%	1	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	0.0%	0	1.0%	1	0.0%	0	4.0%	5	1.0%	1	2.0%	2	2.0%	2
Value for money	3.4%	51	3.0%	2	3.9%	3	2.9%	4	5.0%	6	4.0%	3	3.0%	3	3.0%	3
Other	1.4%	22	2.0%	2	1.0%	1	1.0%	1	3.0%	4	2.0%	1	1.0%	1	0.0%	0
Convenience	0.7%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Delivery	1.1%	17	1.0%	1	2.9%	2	0.0%	0	2.0%	2	2.0%	1	1.0%	1	1.0%	1
Big	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Easy	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Friendly/Helpful Staff	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Loyalty card	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Only one	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Get a lift	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / no reason in particular)	3.4%	52	2.0%	2	3.9%	3	5.9%	7	0.0%	0	2.0%	1	5.0%	5	3.0%	3
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?																
Too far away	2.0%	31	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	2	0.0%	0	6.0%	5
Difficult to get to	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult/ expensive parking	1.7%	26	4.0%	3	1.0%	1	3.9%	5	0.0%	0	4.0%	3	2.0%	2	1.0%	1
Lack of parking	1.7%	25	1.0%	1	0.0%	0	2.0%	2	1.0%	1	3.0%	2	2.0%	2	2.0%	2
Limited range of goods	5.3%	80	3.0%	2	7.8%	6	4.9%	6	5.0%	6	6.9%	5	4.0%	4	4.0%	4
Too small	3.4%	51	0.0%	0	1.0%	1	4.9%	6	4.0%	5	9.9%	7	4.0%	4	4.0%	4
Poor internal layout	1.1%	17	1.0%	1	1.0%	1	1.0%	1	3.0%	4	2.0%	1	0.0%	0	1.0%	1
Poor quality	1.2%	18	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Expensive	4.0%	60	4.0%	3	0.0%	0	2.0%	2	0.0%	0	6.9%	5	3.0%	3	6.0%	5
No petrol station	0.1%	2	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	2.9%	2	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nothing	70.0%	1057	76.0%	58	81.4%	64	72.5%	89	76.0%	95	49.5%	36	77.0%	78	65.0%	59
Other	3.2%	49	3.0%	2	0.0%	0	2.0%	2	3.0%	4	3.0%	2	1.0%	1	2.0%	2
Narrow aisles	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	2	0.0%	0	1.0%	1
Long queues	0.7%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	0.0%	0
Too big	0.8%	12	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Too busy	1.5%	23	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1
Lack of checkouts	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Unstocked shelves	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Limited disabled parking	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of named brands	0.2%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moving products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Poor environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Items blocking aisles	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Food goes off too quickly	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

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	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	4
Tesco	38.8%	20	0.0%	0	71.4%	4	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Other	6.6%	3	100.0%	1	28.6%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Weighted base:	51	1	5	1	0	1	2	4								
Sample:	50	1	7	1	0	1	2	4								

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

Daily	0.6%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	2.0%	2
At Least two times a week	8.0%	121	13.0%	10	2.0%	2	6.9%	8	11.0%	14	9.9%	7	7.0%	7	7.0%	6
At least once a week	68.6%	1035	72.0%	55	63.7%	50	77.5%	95	76.0%	95	71.3%	52	76.0%	77	63.0%	57
At least once a fortnight	13.9%	209	9.0%	7	22.5%	18	12.7%	16	9.0%	11	9.9%	7	9.0%	9	17.0%	15
At least once a month	8.4%	127	4.0%	3	10.8%	9	2.9%	4	3.0%	4	5.9%	4	7.0%	7	9.0%	8
At least every two months	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	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	1.0%	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
Varies	0.2%	4	1.0%	1	0.0%	0	0.0%	0	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
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

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	70.7%	53	63.2%	46	60.4%	74	61.0%	76	57.0%	42	55.1%	55	60.4%	52
Car/van (as passenger)	24.0%	351	18.2%	14	28.4%	21	23.8%	29	23.0%	29	23.0%	17	25.5%	25	28.1%	24
Bus, minibus or coach	5.5%	80	4.0%	3	1.1%	1	4.0%	5	7.0%	9	7.0%	5	11.2%	11	4.2%	4
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Walk	5.3%	77	5.1%	4	6.3%	5	7.9%	10	6.0%	7	12.0%	9	5.1%	5	5.2%	5
Taxi	0.8%	12	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Train	0.1%	1	0.0%	0	1.1%	1	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	2.0%	2	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
Shop via Internet	0.5%	7	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:	1458	76	73	122	124	73	99	87								
Sample:	1459	99	95	101	100	100	98	96								

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q07 How long did your journey to (Store/destination mentioned at Q01) take?																
<i>Those who do not do internet shopping at Q01</i>																
0-5 minutes	29.4%	429	47.5%	36	8.4%	6	53.5%	65	41.0%	51	32.0%	23	41.8%	42	6.3%	5
6-10 minutes	27.3%	399	29.3%	22	13.7%	10	29.7%	36	38.0%	47	30.0%	22	37.8%	38	25.0%	22
11-15 minutes	14.8%	215	9.1%	7	9.5%	7	10.9%	13	14.0%	17	16.0%	12	10.2%	10	19.8%	17
16-20 minutes	12.6%	184	4.0%	3	17.9%	13	5.0%	6	6.0%	7	12.0%	9	7.1%	7	26.0%	23
21-30 minutes	11.0%	161	7.1%	5	32.6%	24	0.0%	0	0.0%	0	6.0%	4	1.0%	1	19.8%	17
31-60 minutes	3.6%	52	2.0%	2	16.8%	12	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.1%	3
Over 60 minutes	0.5%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	0.8%	12	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Mean:		12.0		8.2		22.5		6.1		7.4		9.7		7.5		15.9
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Q08 When you go main food shopping is your journey part of another journey/ activity?																
<i>Those who do not do internet shopping at Q01</i>																
Yes – travelling to work	1.3%	19	1.0%	1	3.2%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Yes – travelling from work	7.5%	109	3.0%	2	5.3%	4	7.9%	10	6.0%	7	7.0%	5	8.2%	8	7.3%	6
Yes – travelling to school/college	0.8%	12	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Yes – travelling from school/college	0.4%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other	3.4%	50	1.0%	1	3.2%	2	2.0%	2	5.0%	6	4.0%	3	1.0%	1	2.1%	2
No	85.6%	1249	91.9%	69	87.4%	64	87.1%	106	85.0%	106	88.0%	64	86.7%	86	89.6%	78
Don't Know	0.9%	13	0.0%	0	1.1%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Q09 When do you do your main food shopping?																
Weekdays during the day	48.7%	735	61.0%	47	57.8%	46	50.0%	62	59.0%	73	42.6%	31	38.0%	39	49.0%	44
Weekdays during the evening	12.7%	191	10.0%	8	2.9%	2	17.6%	22	11.0%	14	8.9%	7	14.0%	14	17.0%	15
Saturday	14.4%	217	7.0%	5	15.7%	12	11.8%	14	12.0%	15	14.9%	11	18.0%	18	12.0%	11
Sunday	2.6%	39	5.0%	4	2.0%	2	5.9%	7	4.0%	5	3.0%	2	2.0%	2	1.0%	1
Varies	21.2%	320	17.0%	13	21.6%	17	14.7%	18	14.0%	17	30.7%	23	26.0%	26	21.0%	19
Don't know	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q10 When you go main food shopping is your trip linked with any other activity?																
<i>Those who do not do internet shopping at Q01</i>																
Yes – non-food shopping	11.1%	162	11.1%	8	30.5%	22	8.9%	11	6.0%	7	7.0%	5	11.2%	11	14.6%	13
Yes – leisure activity	4.1%	59	6.1%	5	5.3%	4	2.0%	2	2.0%	2	2.0%	1	2.0%	2	3.1%	3
Yes – visiting services such as banks and other financial institutions	4.9%	72	6.1%	5	8.4%	6	5.0%	6	5.0%	6	6.0%	4	6.1%	6	4.2%	4
Yes – other activity	6.7%	97	8.1%	6	3.2%	2	5.0%	6	7.0%	9	15.0%	11	5.1%	5	10.4%	9
Varies	3.1%	45	7.1%	5	4.2%	3	3.0%	4	9.0%	11	2.0%	1	4.1%	4	1.0%	1
No	69.7%	1016	61.6%	47	48.4%	36	76.2%	93	71.0%	88	67.0%	49	70.4%	70	66.7%	58
Don't Know	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q11 Where do you do this linked trip? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Those who do a linked trip at Q10</i>								
Allendale	0.4%	2	0.0%	0	4.1%	2	0.0%	0
Alnwick	6.7%	29	0.0%	0	0.0%	0	0.0%	0
Amble	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Ashington	8.2%	36	0.0%	0	0.0%	0	6.9%	2
Bedlington	1.1%	5	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	1	0.0%	0	2.0%	1	0.0%	0
Berwick-upon-Tweed	6.3%	28	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	12.9%	56	0.0%	0	0.0%	1	79.3%	29
Carlisle City Centre	0.7%	3	0.0%	0	8.2%	3	0.0%	0
Consett	2.4%	10	0.0%	0	0.0%	0	0.0%	0
Cramlington	9.4%	41	0.0%	0	0.0%	0	66.7%	19
Corbridge	0.3%	1	0.0%	0	2.0%	1	0.0%	0
Cowgate	0.2%	1	0.0%	0	2.0%	1	0.0%	0
Cramlington	1.4%	6	0.0%	0	0.0%	0	4.2%	1
Galashiels	3.1%	14	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	3	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.9%	4	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	2	0.0%	0	4.1%	2	0.0%	0
Hexham	15.4%	67	89.5%	26	67.3%	26	0.0%	0
Kelso	1.8%	8	0.0%	0	0.0%	0	0.0%	0
Killingworth	2.3%	10	0.0%	0	0.0%	0	8.3%	2
Morpeth	7.2%	31	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	2.8%	12	5.3%	2	0.0%	0	4.2%	1
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.7%	3	0.0%	0	2.0%	1	0.0%	0
Prudhoe	1.1%	5	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	4.2%	1
Tweedmouth	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	4.2%	1
Widdrington Station	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	4	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.1%	5	0.0%	0	0.0%	0	4.2%	1
The Metro Centre, Gateshead	3.8%	17	2.6%	1	0.0%	0	0.0%	0
Other	3.2%	14	2.6%	1	8.2%	3	0.0%	0
Weighted base:		436		29		38		29
Sample:		455		38		49		24

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	83.0%	63	77.5%	61	86.3%	106	82.0%	102	81.2%	60	75.0%	76	77.0%	69
No	19.8%	299	17.0%	13	22.5%	18	13.7%	17	18.0%	22	18.8%	14	25.0%	25	23.0%	21
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q13 Where do you go for this 'top-up' shopping?								
<i>Total sample</i>								
Aldi, Cowpen Road, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.4%	4
Aldi, Haugh Lane Industrial Estate, Hexham	0.4%	5	7.2%	5	1.3%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.3%	40	0.0%	0	0.0%	0	2.3%	2
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	2.9%	35	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	3.9%	47	0.0%	0	0.0%	0	34.1%	36
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	14.5%	9	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	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
Co-op Foodstore, High Street, Coldstream	0.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.5%	6	0.0%	0	10.1%	6	0.0%	0
Co-op Foodstore, Market Square, Duns	1.0%	12	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
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirside	0.5%	6	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
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.4%	5	0.0%	0	8.9%	5	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	11.4%	7	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	6.3%	4	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	4.9%	5
Co-op Supermarket, Queen Street, Amble	0.7%	9	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for White Young Green

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Co-op Supermarket, Station Road, Bedlington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.9%	11	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
Co-op Welcome, Newburgh Street, Amble	0.2%	3	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
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	2.4%	2	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	3.7%	2
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	1.1%	1
Iceland, New Cramlington Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	2.3%	2
Iceland, Woodhorn Road, Ashington	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.2%	3	0.0%	0	0.0%	0	1.2%	1
Lidl, Northern Relief Road, Ashington	0.5%	7	0.0%	0	0.0%	0	1.2%	1
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	0.0%	0	4.9%	3
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	1.3%	1	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	4.8%	3	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.6%	20	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
Morrisons, North Road, Berwick-upon-Tweed	2.2%	27	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	2.9%	35	0.0%	0	0.0%	0	30.5%	31
Morrisons, Stanley Terrace, Morpeth	3.2%	38	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	1.1%	1
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	1.2%	1
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	3.7%	4
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Local, Lane Head, Ryton	1.1%	14	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Sainsbury's, Aescia Road, Haltwhistle	0.6%	8	0.0%	0	12.7%	8	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	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	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
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.0%	36	0.0%	0	0.0%	0	23.9%	25	0.0%	0	1.2%	1	1.3%	1	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	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2
Somerfield, Castlegate, Berwick-upon-Tweed	0.9%	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	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.3%	16	0.0%	0	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	5.3%	4	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
Spar, West View, 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
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	6.5%	5
Tesco Extra, Brunton Lane, 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
Tesco Extra, Tynedale Retail Park, Hexham	1.5%	19	18.1%	11	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	13.3%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Allendale	0.2%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	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 Shops, Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Ashington	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	1.3%	1
Local Shops, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	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, 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
Local Shops, Berwick-upon-Tweed	0.6%	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	19.5%	20	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Coldstream	0.6%	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
Local Shops, Corbridge	0.2%	3	3.6%	2	0.0%	0	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	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	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	2.6%	2
Local Shops, Galashiels	0.2%	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
Local Shops, Guide Post	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, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Local Shops, Haltwhistle	0.3%	4	0.0%	0	6.3%	4	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	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.8%	22	28.9%	18	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Killingworth	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, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Morpeth	0.7%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.5%	5	0.0%	0	1.3%	1
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0

Column %ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15						
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Local Shops, Rothbury	0.4%	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	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	0.0%	0
Local Shops, Stakeford	0.2%	3	0.0%	0	0.0%	0	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	1.3%	1
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	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	1.2%	1	0.0%	2
Local Shops, Wooler	0.3%	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	0.0%	0	0.0%	0
Other	6.6%	79	0.0%	0	8.9%	5	1.1%	1	3.7%	4	3.7%	2	2.7%	2
Internet/ Home Delivery	0.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Varies	7.2%	87	6.0%	4	8.9%	5	5.7%	6	13.4%	14	11.0%	7	5.3%	4
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%	6.5%
Co-op Alldays, Cannongate, Jedburgh	1.4%	17	0.0%	0	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	1.2%	1	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	7.6%	5	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	5.2%	4
Local shop, Longframlington	0.2%	2	0.0%	0	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	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1210	63	61	106	102	60	76	69						
Sample:	1203	83	79	88	82	82	75	77						

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q13 Where do you go for this 'top-up' shopping?								
<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
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.6%	4
Aldi, Haugh Lane Industrial Estate, Hexham	0.5%	5	7.7%	5	1.4%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.5%	40	0.0%	0	0.0%	0	2.4%	2
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	3.1%	35	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	36.1%	36
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	15.4%	9	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	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
Co-op Foodstore, High Street, Coldstream	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.6%	6	0.0%	0	11.1%	6	0.0%	0
Co-op Foodstore, Market Square, Duns	1.1%	12	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
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirside	0.6%	6	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
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.5%	5	0.0%	0	9.7%	5	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	12.5%	7	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	6.9%	4	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	5.6%	5
Co-op Supermarket, Queen Street, Amble	0.8%	9	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Co-op Supermarket, Station Road, Bedlington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	1.0%	11	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
Co-op Welcome, Newburgh Street, Amble	0.2%	3	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
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	2.6%	2	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	4.1%	2
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	1.2%	1
Iceland, New Cramlington Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	2.4%	2
Iceland, Woodhorn Road, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	1.4%	1
Lidl, Northern Relief Road, Ashington	0.6%	7	0.0%	0	0.0%	0	1.4%	1
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	1.4%	1
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	1.4%	1	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	5.1%	3	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.8%	20	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
Morrisons, North Road, Berwick-upon-Tweed	2.4%	27	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.1%	35	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.4%	38	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	1.2%	1
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	1.4%	1
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	4.2%	4
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, Lane Head, Ryton	1.2%	14	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Sainsbury's, Aescia Road, Haltwhistle	0.7%	8	0.0%	0	13.9%	8	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	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	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
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.2%	36	0.0%	0	0.0%	0	25.3%	25	0.0%	0	1.4%	1	1.4%	1	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	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	2
Somerfield, Castlegate, Berwick-upon-Tweed	1.0%	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	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.4%	16	0.0%	0	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	5.6%	4	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
Spar, West View, 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
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	7.1%	5
Tesco Extra, Brunton Lane, 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
Tesco Extra, Tynedale Retail Park, Hexham	1.6%	19	19.2%	11	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	14.1%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Allendale	0.2%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	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 Shops, Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Local Shops, Ashington	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	1.4%	1
Local Shops, Bedlington	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	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, 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
Local Shops, Berwick-upon-Tweed	0.7%	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	22.5%	20	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Coldstream	0.7%	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
Local Shops, Corbridge	0.3%	3	3.8%	2	0.0%	0	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	9.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	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	2.9%	2
Local Shops, Galashiels	0.2%	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
Local Shops, Guide Post	0.3%	3	0.0%	0	0.0%	0	0.0%	0	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	5.7%	4
Local Shops, Haltwhistle	0.3%	4	0.0%	0	6.9%	4	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	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.9%	22	30.8%	18	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Killingworth	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, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local Shops, Morpeth	0.7%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.6%	5	0.0%	0	1.4%	1
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0

Column %ges.

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Ponteland	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%
Local Shops, Rothbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Seahouses	0.3%	4	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	0.0%	0	0.0%
Local Shops, Stakeford	0.3%	3	0.0%	0	0.0%	0	0.0%	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	1.4%
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	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	1.4%	1	0.0%	0	2.9%
Local Shops, Wooler	0.3%	4	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	0.0%	0	0.0%
Other	7.1%	79	0.0%	0	9.7%	5	1.2%	1	4.2%	4	4.1%	2	2.8%	2	5.7%
Internet/ Home Delivery	0.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
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	7.1%
Co-op Alldays, Cannogate, Jedburgh	1.6%	17	0.0%	0	0.0%	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	1.4%	1	0.0%	0	0.0%	0	0.0%
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	8.3%	5	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	5.7%
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	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	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		1123		59		56		100		88		53		72	
Sample:		1111		78		72		83		71		73		71	

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	4.8%	3	8.9%	5	8.0%	8	7.3%	7	3.7%	2	8.0%	6	13.0%	9
Two or more times a week	52.2%	631	53.0%	34	45.6%	28	67.0%	71	58.5%	60	48.8%	29	49.3%	38	40.3%	28
At least once a week	32.5%	393	30.1%	19	35.4%	22	23.9%	25	30.5%	31	31.7%	19	34.7%	26	33.8%	23
At least once a fortnight	3.1%	38	6.0%	4	2.5%	2	1.1%	1	1.2%	1	7.3%	4	4.0%	3	5.2%	4
At least once a month	0.9%	11	2.4%	2	2.5%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	2.6%	2
Less often	0.4%	4	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
Varies	3.5%	42	3.6%	2	5.1%	3	0.0%	0	1.2%	1	7.3%	4	2.7%	2	5.2%	4
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
Weighted base:		1210		63		61		106		102		60		76		69
Sample:		1203		83		79		88		82		82		75		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	100.0%	1
Other	45.8%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2		1		0		0		0		0		0		1
Sample:		2		1		0		0		0		0		0		1

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	60.2%	38	67.1%	41	62.5%	66	70.7%	72	50.0%	30	56.0%	43	59.7%	42
½ to ¾	24.5%	297	30.1%	19	21.5%	13	30.7%	33	25.6%	26	26.8%	16	25.3%	19	26.0%	18
¼ to ½	3.8%	46	4.8%	3	5.1%	3	1.1%	1	1.2%	1	14.6%	9	5.3%	4	1.3%	1
Less than ¼	1.2%	14	1.2%	1	0.0%	0	3.4%	4	0.0%	0	1.2%	1	1.3%	1	6.5%	5
None	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	5.1%	61	3.6%	2	5.1%	3	2.3%	2	2.4%	2	7.3%	4	12.0%	9	6.5%	5
Weighted base:		1210		63		61		106		102		60		76		69
Sample:		1203		83		79		88		82		82		75		77

Weighted:

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	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Alnwick	1.2%	18	0.0%	0	0.0%	0	0.0%	2
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	2
Ashington	5.3%	81	1.0%	1	0.0%	0	1.0%	17
Benton	0.1%	2	0.0%	0	0.0%	0	1.0%	0
Berwick-upon-Tweed	3.1%	46	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Blyth	5.3%	80	0.0%	0	3.9%	5	2.0%	5
Carlisle City Centre	0.8%	12	1.0%	1	13.7%	11	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	1.0%	0
Consett	0.7%	10	1.0%	1	0.0%	0	0.0%	0
Cramlington	4.2%	63	0.0%	0	19.6%	24	5.0%	5
Corbridge	0.1%	2	1.0%	1	0.0%	0	0.0%	0
Cramlington	0.9%	14	0.0%	0	0.0%	7	1.0%	0
Galashiels	3.0%	45	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	1.0%	1	0.0%	0	2.0%	3
Gosforth	0.0%	1	0.0%	0	0.0%	0	1.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Hexham	6.2%	93	47.0%	36	42.2%	33	0.0%	0
Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	0.0%	4	5.0%	0
Morpeth	1.8%	27	0.0%	0	0.0%	0	14.9%	5
Newcastle City Centre	23.6%	356	17.0%	13	6.9%	5	35.3%	21
North Shields	0.5%	7	0.0%	0	0.0%	1	2.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	1.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.4%	6	0.0%	0	0.0%	0	1.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.8%	28	0.0%	0	0.0%	4	4.0%	1
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	1.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.0%	31	0.0%	0	1.0%	1	3.0%	2
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	1.0%	1	1.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.4%	51	1.0%	1	2.0%	2	12.0%	3
The Metro Centre, Gateshead	14.1%	212	18.0%	14	15.7%	12	10.8%	17
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0
Other	2.3%	35	3.0%	2	4.9%	4	1.0%	2
Internet/ Home Delivery	5.1%	78	6.0%	5	5.9%	5	2.9%	5
Varies	0.2%	4	0.0%	0	1.0%	1	0.0%	0
(Don't buy these products)	3.9%	58	2.0%	2	1.0%	1	2.0%	5
Asda, Blyth	1.1%	17	0.0%	0	0.0%	0	1.0%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.3%	50	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	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
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Excluding 'Varies', and 'Don't buy these products' at Q17</i>								
Alnwick	1.3%	18	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Ashington	5.6%	81	1.0%	1	0.0%	0	1.0%	1
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.2%	46	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Blyth	5.5%	80	0.0%	0	0.0%	0	4.0%	5
Carlisle City Centre	0.8%	12	1.0%	1	14.0%	11	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Consett	0.7%	10	1.0%	1	0.0%	0	0.0%	0
Cramlington	4.4%	63	0.0%	0	0.0%	0	20.0%	24
Corbridge	0.1%	2	1.0%	1	0.0%	0	0.0%	0
Cramlington	0.9%	14	0.0%	0	0.0%	0	6.0%	7
Galashiels	3.1%	45	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	1.0%	1	0.0%	0	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	3.0%	2	0.0%	0
Hexham	6.5%	93	48.0%	36	43.0%	33	0.0%	0
Kelso	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	0.0%	0	3.0%	4
Morpeth	1.8%	27	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	24.6%	356	17.3%	13	7.0%	5	36.0%	43
North Shields	0.5%	7	0.0%	0	0.0%	0	1.0%	1
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.4%	6	0.0%	0	0.0%	0	1.0%	1
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.9%	28	0.0%	0	0.0%	0	3.0%	4
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	31	0.0%	0	1.0%	1	2.0%	2
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.5%	51	1.0%	1	2.0%	2	4.0%	5
The Metro Centre, Gateshead	14.7%	212	18.4%	14	16.0%	12	11.0%	13
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0
Other	2.4%	35	3.1%	2	5.0%	4	1.0%	1
Internet/ Home Delivery	5.4%	78	6.1%	5	6.0%	5	3.0%	4
Asda, Blyth	1.2%	17	0.0%	0	0.0%	0	1.0%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	3.0%	4
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.5%	50	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	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%	1
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1447		75		77		121
Sample:		1445		98		100		100
								119
								96
								71
								95
								86
								95

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q18 How do you normally travel to...? (destination mentioned at Q17)																
<i>Those who buy clothing or footwear at Q17</i>																
Car/van (as driver)	55.8%	766	57.6%	40	58.9%	43	51.5%	60	55.2%	66	47.3%	31	45.5%	41	56.7%	46
Car/van (as passenger)	17.6%	242	9.8%	7	24.2%	18	15.5%	18	21.9%	26	9.9%	7	17.0%	15	21.1%	17
Bus, minibus or coach	17.2%	236	12.0%	8	8.4%	6	21.6%	25	14.6%	17	26.4%	17	18.2%	16	18.9%	15
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	82	16.3%	11	1.1%	1	8.2%	10	6.3%	7	13.2%	9	17.0%	15	3.3%	3
Taxi	0.3%	4	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tram	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	23	3.3%	2	4.2%	3	1.0%	1	0.0%	0	3.3%	2	1.1%	1	0.0%	0
Metro	0.7%	9	0.0%	0	0.0%	0	1.0%	1	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	2.1%	2	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
Plane	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1373		70		73		117		119		66		89		81
Sample:		1374		92		95		97		96		91		88		90

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	15.2%	11	25.3%	19	14.4%	17	13.5%	16	8.8%	6	10.2%	9	14.4%	12
Yes – leisure activity	8.8%	120	7.6%	5	3.2%	2	7.2%	8	6.3%	7	7.7%	5	10.2%	9	6.7%	5
Yes – visiting services such as banks and other financial institutions	2.1%	29	4.3%	3	2.1%	2	1.0%	1	3.1%	4	2.2%	1	2.3%	2	0.0%	0
Yes – other activity	12.2%	167	17.4%	12	7.4%	5	15.5%	18	10.4%	12	16.5%	11	12.5%	11	8.9%	7
Varies	3.9%	53	4.3%	3	2.1%	2	1.0%	1	4.2%	5	9.9%	7	5.7%	5	1.1%	1
No	57.3%	787	50.0%	35	60.0%	44	60.8%	71	62.5%	75	54.9%	36	53.4%	48	68.9%	56
Don't Know	0.8%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0
Weighted base:		1373		70		73		117		119		66		89		81
Sample:		1374		92		95		97		96		91		88		90

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Alnwick	3.3%	50	0.0%	0	0.0%	0	0.0%	0
Ashington	2.4%	37	1.0%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.5%	37	0.0%	0	0.0%	0	0.0%	0
Blyth	5.2%	78	0.0%	0	0.0%	1	28.0%	35
Carlisle City Centre	0.5%	7	0.0%	0	8.8%	7	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.0%	45	0.0%	0	0.0%	25.5%	31	0.0%
Corbridge	0.1%	2	2.0%	2	0.0%	0	0.0%	0
Cramlington	0.3%	5	0.0%	0	0.0%	2	0.0%	0
Dunbar	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Hexham	4.9%	75	43.0%	33	28.4%	22	0.0%	0
Kelso	0.9%	13	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.5%	37	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.5%	143	9.0%	7	5.9%	5	14.7%	18
North Shields	0.2%	2	0.0%	0	1.0%	1	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	0.0%	0	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Silverlink Shopping Park, Newcastle-upon-Tyne	2.9%	43	0.0%	0	1.0%	1	6.9%	8
The Metro Centre, Gateshead	7.0%	106	3.0%	2	4.9%	4	5.9%	7
In-store in a supermarket	0.8%	12	0.0%	0	2.9%	2	1.0%	1
Other	1.7%	25	1.0%	1	2.0%	2	0.0%	0
Internet/ Home Delivery	16.4%	247	16.0%	12	10.8%	9	12.7%	16
Varies	0.6%	9	0.0%	0	0.0%	0	1.0%	1
(Don't buy these products)	26.6%	401	22.0%	17	30.4%	24	24.5%	30
Asda, Lyntonville Terrace, Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.7%	25	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.5%	8	0.0%	0	0.0%	0	4.9%	6
Durham	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.3%	19	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
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	3.0%	2	1.0%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Excluding 'Varies', and '(Don't buy these products)' at Q20</i>								
Alnwick	4.6%	50	0.0%	0	0.0%	0	0.0%	0
Ashington	3.3%	37	1.3%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	0.0%	0	0.0%	0	0.0%	0
Blyth	7.1%	78	0.0%	0	0.0%	0	1.3%	1
Carlisle City Centre	0.6%	7	0.0%	0	12.7%	7	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.1%	45	0.0%	0	0.0%	33.8%	31	0.0%
Corbridge	0.1%	2	2.6%	2	0.0%	0	0.0%	0
Cramlington	0.5%	5	0.0%	0	0.0%	2.6%	2	0.0%
Dunbar	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.3%	14	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	4.2%	2	0.0%	0
Hexham	6.8%	75	55.1%	33	40.8%	22	0.0%	0
Kelso	1.2%	13	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Morpeth	3.4%	37	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.0%	143	11.5%	7	8.5%	5	19.5%	18
North Shields	0.2%	2	0.0%	0	1.4%	1	0.0%	0
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.1%	12	0.0%	0	0.0%	0	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Silverlink Shopping Park, Newcastle-upon-Tyne	3.9%	43	0.0%	0	1.4%	1	9.1%	8
The Metro Centre, Gateshead	9.6%	106	3.8%	2	7.0%	4	7.8%	7
In-store in a supermarket	1.1%	12	0.0%	0	4.2%	2	1.3%	1
Other	2.3%	25	1.3%	1	2.8%	2	0.0%	0
Internet/ Home Delivery	22.5%	247	20.5%	12	15.5%	9	16.9%	16
Asda, Lyntonville Terrace, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	2.3%	25	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.7%	8	0.0%	0	0.0%	0	6.5%	6
Durham	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.7%	19	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
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	4	3.8%	2	1.4%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1099	59		55		93		93
Sample:	1104	78		71		77		75

Weighted:

August 2009

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q21 How do you normally travel to...? (destination mentioned at Q20)																
<i>Those who buy books, CD's and DVD's at Q20</i>																
Car/van (as driver)	58.2%	501	48.4%	23	56.7%	26	53.1%	41	58.9%	41	46.7%	20	52.6%	30	66.0%	30
Car/van (as passenger)	16.6%	143	12.9%	6	25.0%	12	12.5%	10	12.5%	9	11.7%	5	21.1%	12	18.0%	8
Bus, minibus or coach	12.3%	106	9.7%	5	8.3%	4	15.6%	12	14.3%	10	23.3%	10	12.3%	7	12.0%	5
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
Walk	10.1%	87	25.8%	12	5.0%	2	14.1%	11	14.3%	10	16.7%	7	14.0%	8	0.0%	0
Taxi	0.4%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	15	3.2%	2	5.0%	2	1.6%	1	0.0%	0	1.7%	1	0.0%	0	4.0%	2
Metro	0.4%	3	0.0%	0	0.0%	0	1.6%	1	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	0.0%	0	0.0%	0
Weighted base:		861		47		46		77		70		44		58		45
Sample:		871		62		60		64		56		60		57		50

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.8%	27	0.0%	0	0.0%	0	0.0%	3
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	41	0.0%	0	0.0%	1	4.0%	5
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.8%	57	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	4	1.0%	1	0.0%	1	0.0%	0
Blyth	5.7%	87	0.0%	0	2.0%	2	31.0%	7
Carlisle City Centre	0.6%	9	2.0%	2	9.8%	8	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.1%	46	0.0%	0	0.0%	11.8%	2	7.9%
Corbridge	0.2%	3	1.0%	1	0.0%	0	0.0%	0
Cramlington	1.2%	18	0.0%	0	0.0%	9.8%	12	0.0%
Galashiels	1.5%	23	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.1%	32	1.0%	1	2.9%	2	2.0%	2
Gosforth	0.1%	1	0.0%	0	0.0%	0	1.0%	0
Hexham	2.7%	41	26.0%	20	14.7%	12	0.0%	0
Kelso	0.9%	14	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	17	0.0%	0	0.0%	2	0.0%	0
Morpeth	0.7%	11	0.0%	0	0.0%	0	0.0%	1
Newcastle City Centre	13.1%	198	19.0%	14	7.8%	6	20.6%	12
North Shields	0.3%	4	0.0%	0	1.0%	1	1.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	1
Shiremoor	1.5%	23	1.0%	1	0.0%	1	1.0%	1
South Shields	0.2%	3	0.0%	0	0.0%	0	1.0%	0
Tweedmouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	1.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.4%	21	0.0%	0	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.6%	24	2.0%	2	0.0%	0	2.9%	2
The Metro Centre, Gateshead	8.8%	132	6.0%	5	7.8%	6	8.8%	8
In-store in a supermarket	0.2%	3	0.0%	0	1.0%	1	0.0%	0
Other	0.9%	14	1.0%	1	2.0%	2	0.0%	1
Internet/ Home Delivery	3.7%	56	0.0%	0	3.9%	3	3.9%	3
Varies	1.3%	20	1.0%	1	0.0%	0	2.9%	2
(Don't buy these products)	33.3%	502	36.0%	27	47.1%	37	28.4%	42
Asda, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Blyth	0.8%	11	0.0%	0	0.0%	0	5.0%	0
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.5%	22	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0
IKEA, Metro Park West, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	1
Team Valley Retail Park, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)								
<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
Alnwick	2.8%	27	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	41	0.0%	0	0.0%	0	1.6%	1
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Benton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.8%	57	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	1.6%	1	0.0%	0	1.4%	1
Blyth	8.8%	87	0.0%	0	0.0%	0	2.9%	2
Carlisle City Centre	0.9%	9	3.2%	2	18.5%	8	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.7%	46	0.0%	0	0.0%	0	17.1%	14
Corbridge	0.3%	3	1.6%	1	0.0%	0	0.0%	0
Cramlington	1.8%	18	0.0%	0	0.0%	0	14.3%	12
Galashiels	2.3%	23	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.2%	32	1.6%	1	5.6%	2	2.9%	2
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	41	41.3%	20	27.8%	12	0.0%	0
Kelso	1.4%	14	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.7%	17	0.0%	0	0.0%	0	2.9%	2
Morpeth	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	20.0%	198	30.2%	14	14.8%	6	30.0%	25
North Shields	0.5%	4	0.0%	0	1.9%	1	1.4%	1
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Shiremoor	2.3%	23	1.6%	1	0.0%	0	1.4%	1
South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.4%	1
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	21	0.0%	0	0.0%	0	1.4%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.4%	24	3.2%	2	0.0%	0	4.3%	4
The Metro Centre, Gateshead	13.4%	132	9.5%	5	14.8%	6	12.9%	11
In-store in a supermarket	0.3%	3	0.0%	0	1.9%	1	0.0%	0
Other	1.4%	14	1.6%	1	3.7%	2	0.0%	0
Internet/ Home Delivery	5.6%	56	0.0%	0	7.4%	3	5.7%	5
Asda, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Blyth	1.2%	11	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
Edinburgh	2.2%	22	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.9%	1	0.0%	0
IKEA, Metro Park West, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	3	4.8%	2	1.9%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	987	48	42	84	80	45	54	46
Sample:	974	63	54	70	64	62	53	51

Weighted:

August 2009

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q23 How do you normally travel to...? (destination mentioned at Q22)																
<i>Those who buy small household goods at Q22</i>																
Car/van (as driver)	63.5%	604	65.6%	32	74.0%	29	59.4%	49	65.1%	51	62.9%	28	54.9%	28	66.0%	30
Car/van (as passenger)	18.8%	178	14.1%	7	22.0%	9	20.3%	17	19.0%	15	19.4%	9	21.6%	11	22.0%	10
Bus, minibus or coach	10.2%	97	6.3%	3	4.0%	2	15.9%	13	9.5%	7	9.7%	4	11.8%	6	10.0%	5
Walk	4.5%	43	12.5%	6	0.0%	0	1.4%	1	4.8%	4	6.5%	3	11.8%	6	0.0%	0
Taxi	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.3%	12	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Metro	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Weighted base:		951		49		39		83		78		45		52		45
Sample:		941		64		50		69		63		62		51		50

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Allendale	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Alnwick	2.3%	35	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Ashington	2.5%	37	0.0%	0	0.0%	0	1.0%	1
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Berwick-upon-Tweed	3.4%	51	0.0%	0	0.0%	0	0.0%	0
Blyth	3.3%	50	1.0%	1	0.0%	0	1.0%	1
Carlisle City Centre	0.4%	5	0.0%	0	6.9%	5	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.3%	50	0.0%	0	0.0%	0	19.6%	24
Corbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	4.9%	6
Duns	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	13	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.5%	23	0.0%	0	1.0%	1	2.9%	4
Gosforth	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Hexham	2.6%	40	19.0%	14	19.6%	15	0.0%	0
Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Morpeth	1.0%	15	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	7.1%	107	10.0%	8	5.9%	5	11.8%	14
North Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	5	0.0%	0	1.0%	1	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Whitley Bay	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	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
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	2.0%	2	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	0.0%	0	2.0%	2
The Metro Centre, Gateshead	8.3%	125	7.0%	5	7.8%	6	6.9%	8
In-store in a supermarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	13	1.0%	1	1.0%	1	0.0%	0
Internet/ Home Delivery	6.2%	94	7.0%	5	3.9%	3	4.9%	6
Varies	0.5%	8	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	47.7%	719	50.0%	38	49.0%	39	43.1%	53
Asda, Lyntonville Terrace, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.9%	14	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
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76		79	123	124	74	101
Sample:	1509	100		102	102	100	101	100

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Excluding 'Varies', and '(Don't buy these products)' at Q24</i>								
Allendale	0.1%	1	0.0%	0	1.9%	1	0.0%	0
Alnwick	4.4%	35	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Ashington	4.8%	37	0.0%	0	0.0%	0	2.1%	1
Bellingham	0.1%	1	0.0%	0	1.9%	1	0.0%	0
Berwick-upon-Tweed	6.6%	51	0.0%	0	0.0%	0	0.0%	0
Blyth	6.4%	50	2.0%	1	0.0%	0	1.7%	1
Carlisle City Centre	0.7%	5	0.0%	0	13.5%	5	0.0%	0
Consett	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.4%	50	0.0%	0	0.0%	0	34.5%	24
Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.3%	11	0.0%	0	0.0%	0	8.6%	6
Duns	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	13	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	23	0.0%	0	1.9%	1	5.2%	4
Gosforth	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Hexham	5.1%	40	38.0%	14	38.5%	15	0.0%	0
Kelso	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	2	0.0%	0	0.0%	0	1.7%	1
Morpeth	2.0%	15	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.7%	107	20.0%	8	11.5%	5	20.7%	14
North Shields	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.7%	5	0.0%	0	1.9%	1	0.0%	0
Seahouses	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	1	0.0%	0	0.0%	0	1.7%	1
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	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
Kingston Retail Park, Newcastle-upon-Tyne	1.6%	12	4.0%	2	0.0%	0	1.7%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	23	0.0%	0	0.0%	0	3.4%	2
The Metro Centre, Gateshead	16.1%	125	14.0%	5	15.4%	6	12.1%	8
In-store in a supermarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	13	2.0%	1	1.9%	1	0.0%	0
Internet/ Home Delivery	12.0%	94	14.0%	5	7.7%	3	8.6%	6
Asda, Lyntonville Terrace, Ashington	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.7%	14	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	3	6.0%	2	1.9%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	781	38		40		70		60
Sample:	769	50		52		58		48

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q25 How do you normally travel to...? (destination mentioned at Q24)																
<i>Those who buy recreational goods at Q24</i>																
Car/van (as driver)	67.4%	469	65.1%	21	64.6%	24	60.4%	39	67.4%	36	75.0%	20	46.8%	22	70.5%	28
Car/van (as passenger)	16.1%	112	11.6%	4	25.0%	9	9.4%	6	16.3%	9	8.3%	2	23.4%	11	15.9%	6
Bus, minibus or coach	7.4%	51	4.7%	2	8.3%	3	13.2%	8	2.3%	1	8.3%	2	4.3%	2	6.8%	3
Walk	6.9%	48	14.0%	5	0.0%	0	13.2%	8	11.6%	6	8.3%	2	21.3%	10	4.5%	2
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Train	0.8%	6	4.7%	2	2.1%	1	1.9%	1	0.0%	0	0.0%	0	2.1%	1	2.3%	1
Metro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	3	0.0%	0	0.0%	0	1.9%	1	2.3%	1	0.0%	0	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	0.0%	0	0.0%	0
Weighted base:		696		33		37		64		53		26		48		40
Sample:		689		43		48		53		43		36		47		44

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Allendale	0.3%	5	0.0%	0	5.9%	5	0.0%	0
Alnwick	4.9%	74	0.0%	0	0.0%	0	0.0%	0
Amble	1.1%	17	0.0%	0	0.0%	0	0.0%	0
Ashington	7.7%	116	0.0%	0	0.0%	0	2.0%	2
Bedlington	1.2%	18	0.0%	0	0.0%	0	1.0%	1
Bedlington Station	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	5.9%	5	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	90	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	8.9%	134	0.0%	0	0.0%	0	2.0%	2
Carlisle City Centre	0.4%	5	1.0%	1	5.9%	5	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.7%	11	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Cramlington	7.7%	117	0.0%	0	1.0%	1	69.6%	86
Corbridge	0.7%	10	11.0%	8	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.0%	30	0.0%	0	0.0%	0	10.8%	13
Dunbar	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Duns	1.2%	18	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.8%	12	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.1%	16	0.0%	0	20.6%	16	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	5.9%	5	0.0%	0
Hexham	7.1%	107	74.0%	56	36.3%	29	0.0%	0
Kelso	2.0%	31	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.3%	95	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	3.9%	58	1.0%	1	1.0%	1	3.9%	5
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.5%	22	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.9%	13	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Whitley Bay	0.6%	10	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.9%	13	0.0%	0	0.0%	0	1.0%	1
The Metro Centre, Gateshead	2.7%	41	4.0%	3	1.0%	1	0.0%	0
In-store in a supermarket	0.3%	4	1.0%	1	0.0%	0	0.0%	0
Other	2.1%	32	0.0%	0	0.0%	0	1.0%	1
Internet/ Home Delivery	2.0%	30	1.0%	1	1.0%	1	2.0%	2
Varies	0.4%	7	0.0%	0	1.0%	1	0.0%	0
(Don't buy these products)	7.3%	110	5.0%	4	9.8%	8	3.9%	5
Alston	0.2%	3	0.0%	0	3.9%	3	0.0%	0
Asda, Cowpen Road, Blyth	1.6%	24	0.0%	0	0.0%	0	1.0%	1
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.2%	4	0.0%	0	0.0%	0	2.9%	4

Column %ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	5	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
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	2.0%	2	1.0%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Excluding 'Varies', and 'Don't buy these products' at Q26</i>								
Allendale	0.3%	5	0.0%	0	6.6%	5	0.0%	0
Alnwick	5.3%	74	0.0%	0	0.0%	0	0.0%	0
Amble	1.2%	17	0.0%	0	0.0%	0	0.0%	0
Ashington	8.3%	116	0.0%	0	0.0%	0	2.3%	2
Bedlington	1.3%	18	0.0%	0	0.0%	0	1.1%	1
Bedlington Station	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	6.6%	5	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.5%	90	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	9.6%	134	0.0%	0	0.0%	0	2.0%	2
Carlisle City Centre	0.4%	5	1.1%	1	6.6%	5	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.8%	11	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Cramlington	8.4%	117	0.0%	0	1.1%	1	72.4%	86
Corbridge	0.7%	10	11.6%	8	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	30	0.0%	0	0.0%	0	11.2%	13
Dunbar	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Duns	1.3%	18	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.9%	12	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.2%	16	0.0%	0	23.1%	16	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	6.6%	5	0.0%	0
Hexham	7.7%	107	77.9%	56	40.7%	29	0.0%	0
Kelso	2.2%	31	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	9	0.0%	0	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.8%	95	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	4.2%	58	1.1%	1	1.1%	1	4.1%	5
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.6%	22	0.0%	0	0.0%	0	0.0%	0
Rothbury	1.0%	13	0.0%	0	0.0%	0	0.0%	0
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.7%	23	0.0%	0	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.0%	13	0.0%	0	0.0%	0	1.0%	1
The Metro Centre, Gateshead	2.9%	41	4.2%	3	1.1%	1	0.0%	0
In-store in a supermarket	0.3%	4	1.1%	1	0.0%	0	0.0%	0
Other	2.3%	32	0.0%	0	0.0%	0	1.0%	1
Internet/ Home Delivery	2.1%	30	1.1%	1	1.1%	1	2.0%	2
Alston	0.2%	3	0.0%	0	4.4%	3	0.0%	0
Asda, Cowpen Road, Blyth	1.8%	24	0.0%	0	0.0%	0	1.0%	1
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.1%	4
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	5	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
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	2.1%	2	1.1%	1	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1392	72	70	118	109	67	89	81
Sample:	1388	95	91	98	88	92	88	90

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	50.0%	36	57.1%	40	54.2%	63	58.8%	62	38.9%	27	46.5%	41	50.0%	40
Car/van (as passenger)	12.3%	169	6.4%	5	15.4%	11	16.7%	19	14.1%	15	7.4%	5	7.0%	6	14.8%	12
Bus, minibus or coach	7.9%	109	6.4%	5	5.5%	4	10.4%	12	8.2%	9	9.5%	7	16.3%	14	6.8%	5
Motorcycle, scooter or moped	0.3%	5	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Walk	25.4%	348	35.1%	25	19.8%	14	14.6%	17	15.3%	16	44.2%	31	29.1%	25	26.1%	21
Taxi	0.6%	8	1.1%	1	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Train	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	1.1%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Weighted base:	1369	72	70	116	106	69	87	79								
Sample:	1367	94	91	96	85	95	86	88								

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
Allendale	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Alnwick	1.6%	24	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	3.6%	54	0.0%	0	0.0%	0	1.0%	1
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Berwick-upon-Tweed	5.0%	76	0.0%	0	0.0%	0	0.0%	0
Blyth	3.1%	46	0.0%	0	2.0%	2	19.0%	24
Carlisle City Centre	0.8%	12	0.0%	0	14.7%	12	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.8%	27	0.0%	0	0.0%	0	12.7%	16
Cowgate	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.6%	10	0.0%	0	0.0%	0	3.9%	5
Galashiels	2.4%	36	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	11	3.0%	2	0.0%	0	0.0%	0
Gosforth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	7.8%	6	0.0%	0
Hexham	3.7%	56	41.0%	31	18.6%	15	0.0%	0
Kelso	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.1%	17	0.0%	0	0.0%	0	1.0%	1
Newcastle City Centre	12.7%	191	18.0%	14	1.0%	1	19.6%	24
North Shields	0.6%	9	0.0%	0	0.0%	0	1.0%	1
Prudhoe	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	5.3%	80	4.0%	3	4.9%	4	3.9%	5
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	14.9%	225	0.0%	0	0.0%	0	33.3%	41
The Metro Centre, Gateshead	2.8%	42	2.0%	2	3.9%	3	0.0%	0
Other	1.2%	17	0.0%	0	2.9%	2	1.0%	1
Internet/ Home Delivery	13.3%	200	16.0%	12	17.6%	14	11.8%	14
Varies	0.3%	5	0.0%	0	1.0%	1	0.0%	0
(Don't buy these products)	15.1%	227	12.0%	9	16.7%	13	11.8%	14
Asda, Cowpen Road, Blyth	0.7%	10	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
Durham	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Edinburgh	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.5%	7	1.0%	1	3.9%	3	0.0%	0
Team Valley Retail Park, Gateshead	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	2.0%	2	2.9%	2	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Excluding 'Varies', and 'Don't buy these products' at Q28</i>								
Allendale	0.2%	2	0.0%	0	3.6%	2	0.0%	0
Alnwick	1.9%	24	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	54	0.0%	0	0.0%	0	1.2%	1
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Berwick-upon-Tweed	6.0%	76	0.0%	0	0.0%	0	0.0%	0
Blyth	3.6%	46	0.0%	0	0.0%	2	23.2%	24
Carlisle City Centre	0.9%	12	0.0%	0	17.9%	12	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.1%	27	0.0%	0	0.0%	14.4%	16	0.0%
Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.8%	10	0.0%	0	0.0%	4.4%	5	0.0%
Galashiels	2.8%	36	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	11	3.4%	2	0.0%	0	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.5%	6	0.0%	0	9.5%	6	0.0%	0
Hexham	4.4%	56	46.6%	31	22.6%	15	0.0%	0
Kelso	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.8%	23	0.0%	0	0.0%	0	0.0%	14.3%
Newbiggin-by-the-Sea	1.3%	17	0.0%	0	0.0%	0	1.2%	1
Newcastle City Centre	15.0%	191	20.5%	14	1.2%	1	22.2%	24
North Shields	0.7%	9	0.0%	0	0.0%	0	1.2%	1
Prudhoe	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	7	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.2%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	6.3%	80	4.5%	3	6.0%	4	4.4%	5
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	17.6%	225	0.0%	0	0.0%	37.8%	41	42.7%
The Metro Centre, Gateshead	3.3%	42	2.3%	2	4.8%	3	0.0%	0
Other	1.4%	17	0.0%	0	3.6%	2	1.1%	1
Internet/ Home Delivery	15.7%	200	18.2%	12	21.4%	14	13.3%	14
Asda, Cowpen Road, Blyth	0.8%	10	0.0%	0	0.0%	0	0.0%	1.2%
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	1.1%	1	0.0%	0	0.0%	0
Edinburgh	0.7%	9	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.5%	7	1.1%	1	4.8%	3	0.0%	0
Team Valley Retail Park, Gateshead	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	2.3%	2	3.6%	2	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle- upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1277		67		65		109	
Sample:	1276		88		84		90	

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q29 How do you normally travel to...? (destination mentioned at Q28)																
<i>Those who buy electrical goods at Q28</i>																
Car/van (as driver)	58.8%	636	69.4%	38	58.2%	30	59.0%	55	56.8%	52	56.5%	28	46.7%	35	56.9%	33
Car/van (as passenger)	23.3%	252	9.7%	5	29.9%	15	19.2%	18	28.4%	26	21.7%	11	25.3%	19	32.3%	19
Bus, minibus or coach	9.8%	107	5.6%	3	4.5%	2	16.7%	16	8.1%	7	10.1%	5	12.0%	9	10.8%	6
Walk	5.8%	63	13.9%	8	6.0%	3	3.8%	4	5.4%	5	5.8%	3	16.0%	12	0.0%	0
Taxi	0.2%	2	1.4%	1	0.0%	0	1.3%	1	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	1.5%	1	0.0%	0	0.0%	0
Train	0.7%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Metro	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Weighted base:		1081		55		52		94		92		50		76		59
Sample:		1079		72		67		78		74		69		75		65

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	3.2%	48	10.0%	8	6.9%	5	2.0%	2
B&Q Supercentre, Hexham Road, Swalwell	0.8%	12	0.0%	0	0.0%	0	1.0%	1
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.2%	3	1.0%	1	0.0%	0	1.0%	1
B&Q Supercentre, Low Buckholme Side, Galashiels	2.3%	34	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	4.8%	73	0.0%	0	0.0%	0	16.7%	21
B&Q Warehouse, Scotswood Road, Scotswood	6.5%	98	8.0%	6	6.9%	5	1.0%	1
Focus, Cramlington Retail Park, Cramlington	4.8%	72	0.0%	0	0.0%	0	29.4%	36
Focus, Front Street, Consett	0.2%	3	1.0%	1	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	3.4%	51	0.0%	0	0.0%	0	2.0%	2
Homebase, Kingston Park, Newcastle-upon-Tyne	1.0%	16	0.0%	0	1.0%	1	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.1%	2	1.0%	1	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	3.8%	57	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	4.1%	61	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.2%	3	0.0%	0	0.0%	0	2.0%	2
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Alnwick	1.7%	25	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Ashington	8.0%	121	0.0%	0	0.0%	0	5.0%	6
Bedlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Berwick-upon-Tweed	2.4%	37	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Blyth	2.2%	34	0.0%	0	0.0%	0	12.0%	15
Carlisle City Centre	0.8%	12	0.0%	0	14.7%	12	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.6%	24	0.0%	0	0.0%	0	5.9%	7
Corbridge	0.1%	2	1.0%	1	1.0%	1	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	4.9%	6
Duns	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.2%	4	0.0%	0	1.0%	1	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	2.0%	2	0.0%	0
Hexham	3.0%	45	32.0%	24	20.6%	16	0.0%	0
Kelso	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	24	0.0%	0	1.0%	1	1.0%	1
Newcastle City Centre	0.9%	14	4.0%	3	1.0%	1	1.0%	1
North Shields	0.5%	7	0.0%	0	0.0%	0	1.0%	1
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.8%	13	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.7%	11	1.0%	1	2.0%	2	0.0%	0

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.2%	33	0.0%	0	2.0%	2	1.0%	1	4.0%	5	3.0%	2	4.0%	4	6.0%	5
The Metro Centre, Gateshead	0.3%	5	4.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.0%	0	4.9%	4	1.0%	1	3.0%	4	0.0%	0	2.0%	2	1.0%	1
Internet/ Home Delivery	1.8%	27	1.0%	1	3.9%	3	2.0%	2	3.0%	4	3.0%	2	1.0%	1	1.0%	1
Varies	0.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Don't buy these products)	27.8%	420	35.0%	27	27.5%	22	24.5%	30	29.0%	36	20.8%	15	33.0%	33	26.0%	23
Edinburgh	0.4%	6	0.0%	0	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	1.0%	1	2.0%	1	8.0%	8	2.0%	2
Hawick	0.2%	3	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)																
<i>Excluding 'Varies', and '(Don't buy these products)' at Q30</i>																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	4.4%	48	15.6%	8	9.5%	5	2.6%	2	2.8%	2	5.1%	3	4.5%	3	2.7%	2
B&Q Supercentre, Hexham Road, Swalwell	1.1%	12	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.3%	3	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	3.2%	34	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	6.7%	73	0.0%	0	0.0%	0	22.1%	21	11.3%	10	1.3%	1	6.1%	4	2.7%	2
B&Q Warehouse, Scotswood Road, Scotswood	9.0%	98	12.5%	6	9.5%	5	1.3%	1	2.8%	2	8.9%	5	1.5%	1	5.5%	4
Focus, Cramlington Retail Park, Cramlington	6.7%	72	0.0%	0	0.0%	0	39.0%	36	5.6%	5	7.6%	4	0.0%	0	0.0%	0
Focus, Front Street, Consett	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	4.8%	51	0.0%	0	0.0%	0	2.6%	2	36.6%	32	0.0%	0	1.5%	1	1.4%	1
Homebase, Kingston Park, Newcastle-upon-Tyne	1.4%	16	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	5.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	17
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	5.7%	61	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	0.1%	1	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.4%	1	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	2.6%	2	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Ashington	11.2%	121	0.0%	0	0.0%	0	0.0%	0	7.0%	6	26.6%	15	59.1%	40	24.7%	16
Bedlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	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
Blyth	3.1%	34	0.0%	0	0.0%	0	0.0%	0	16.9%	15	3.8%	2	3.0%	2	8.2%	5
Carlisle City Centre	1.1%	12	0.0%	0	20.3%	12	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
Cramlington	2.2%	24	0.0%	0	0.0%	0	7.8%	7	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Corbridge	0.1%	2	1.6%	1	1.4%	1	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	6.5%	6	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Duns	0.2%	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	0.0%	0	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	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	45	50.0%	24	28.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	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	2.2%	24	0.0%	0	1.4%	1	1.3%	1	0.0%	0	24.1%	14	0.0%	0	2.7%	2
Newcastle City Centre	1.3%	14	6.3%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
North Shields	0.7%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	1.4%	1
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Seahouses	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	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	1.6%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	33	0.0%	0	2.7%	2	1.3%	1	5.6%	5	3.8%	2	6.1%	4	8.2%	5
The Metro Centre, Gateshead	0.5%	5	6.3%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	19	0.0%	0	6.8%	4	1.3%	1	4.2%	4	0.0%	0	3.0%	2	1.4%	1
Internet/ Home Delivery	2.5%	27	1.6%	1	5.4%	3	2.6%	2	4.2%	4	3.8%	2	1.5%	1	1.4%	1
Edinburgh	0.6%	6	0.0%	0	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	1.4%	1	2.5%	1	12.1%	8	2.7%	2
Hawick	0.2%	3	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1079	49	57	93	88	58	67	66								
Sample:	1077	64	74	77	71	79	66	73								

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	71.9%	35	70.0%	38	61.3%	55	66.2%	56	55.8%	31	62.1%	42	63.0%	42
Car/van (as passenger)	23.6%	251	7.8%	4	24.3%	13	25.3%	23	27.9%	24	27.3%	15	18.2%	12	26.0%	17
Bus, minibus or coach	2.5%	26	3.1%	2	2.9%	2	1.3%	1	0.0%	0	5.2%	3	3.0%	2	5.5%	4
Walk	6.5%	69	15.6%	8	1.4%	1	12.0%	11	5.9%	5	10.4%	6	16.7%	11	4.1%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Train	0.1%	2	1.6%	1	1.4%	1	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	1.3%	1	0.0%	0	0.0%	0
Weighted base:	1062	49	54	90	85	56	67	66								
Sample:	1064	64	70	75	68	77	66	73								

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)								
<i>Total sample</i>								
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	2.0%	2	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	1.0%	1
B&Q Supercentre, Low Buckholme Side, Galashiels	0.1%	2	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	3.0%	4
B&Q Warehouse, Scotswood Road, Scotswood	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Focus, Cramlington Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	2.0%	1
Homebase, Blyth Valley Retail Park, Blyth	0.2%	4	0.0%	0	0.0%	0	2.0%	2
Homebase, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.1%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	1.5%	23	3.0%	2	2.0%	2	3.9%	5
Alnwick	2.0%	30	0.0%	0	0.0%	0	0.0%	0
Amble	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Ashington	5.1%	77	0.0%	0	0.0%	0	2.9%	4
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.1%	77	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	4	2.0%	2	0.0%	0	0.0%	0
Blyth	5.5%	83	0.0%	0	0.0%	0	2.9%	4
Carlisle City Centre	0.9%	13	0.0%	0	16.7%	13	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.1%	62	0.0%	0	0.0%	0	17.6%	22
Cramlington	1.4%	21	0.0%	0	0.0%	0	8.8%	11
Duns	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	17	2.0%	2	2.9%	2	2.0%	2
Gosforth	0.2%	3	0.0%	0	0.0%	0	1.0%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	9	0.0%	0	10.8%	9	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Hexham	4.1%	62	41.0%	31	19.6%	15	0.0%	0
Kelso	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.3%	19	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Newcastle City Centre	9.2%	139	11.0%	8	5.9%	5	17.6%	22
North Shields	0.6%	9	0.0%	0	0.0%	0	2.0%	2
Ponteland	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.8%	13	0.0%	0	0.0%	0	3.9%	5
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	2	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Wooler	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.5%	8	0.0%	0	2.0%	2	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Silverlink Shopping Park,	2.4%	37	2.0%	2	0.0%	0	3.9%	5

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Newcastle-upon-Tyne								
The Metro Centre, Gateshead	5.1% 76	5.0% 4	2.9% 2	2.9% 4	2.0% 2	5.9% 4	4.0% 4	8.0% 7
Other	1.4% 21	0.0% 0	0.0% 0	0.0% 0	2.0% 2	1.0% 1	3.0% 3	2.0% 2
Internet/ Home Delivery	2.6% 39	2.0% 2	2.9% 2	1.0% 1	3.0% 4	2.0% 1	2.0% 2	4.0% 4
Varies	1.6% 24	2.0% 2	0.0% 0	1.0% 1	1.0% 1	0.0% 0	1.0% 1	1.0% 1
(Don't buy these products)	30.4% 459	28.0% 21	28.4% 22	24.5% 30	27.0% 34	27.7% 20	40.0% 41	34.0% 31
Alston	0.1% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Edinburgh	1.0% 15	0.0% 0	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	1.0% 1	0.0% 0
Hawick	0.5% 7	0.0% 0	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	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
Team Valley Retail Park, Gateshead	0.5% 8	1.0% 1	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	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)								
<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	2.7%	2	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	1.3%	1
B&Q Supercentre, Low Buckholme Side, Galashiels	0.2%	2	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	4.2%	4
B&Q Warehouse, Scotswood Road, Scotswood	0.8%	8	0.0%	0	0.0%	0	1.4%	1
Focus, Cramlington Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	2.7%	1
Homebase, Blyth Valley Retail Park, Blyth	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.4%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.2%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	2.2%	23	4.3%	2	2.7%	2	5.3%	5
Alnwick	2.9%	30	0.0%	0	0.0%	0	0.0%	0
Amble	1.6%	16	0.0%	0	0.0%	0	0.0%	0
Ashington	7.5%	77	0.0%	0	0.0%	0	3.9%	4
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	7.5%	77	0.0%	0	0.0%	0	1.4%	1
Blaydon	0.3%	4	2.9%	2	0.0%	0	0.0%	0
Blyth	8.1%	83	0.0%	0	0.0%	0	3.9%	4
Carlisle City Centre	1.3%	13	0.0%	0	23.3%	13	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.0%	62	0.0%	0	0.0%	0	23.7%	22
Cramlington	2.0%	21	0.0%	0	0.0%	0	11.8%	11
Duns	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.4%	14	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.7%	17	2.9%	2	4.1%	2	2.6%	2
Gosforth	0.3%	3	0.0%	0	0.0%	0	1.3%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.8%	9	0.0%	0	15.1%	9	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Hexham	6.1%	62	58.6%	31	27.4%	15	0.0%	0
Kelso	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.3%	23	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.9%	19	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Newcastle City Centre	13.6%	139	15.7%	8	8.2%	5	23.7%	22
North Shields	0.9%	9	0.0%	0	0.0%	0	2.6%	2
Ponteland	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.0%	10	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	1.2%	13	0.0%	0	0.0%	0	5.3%	5
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	1.4%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Wooler	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	8	0.0%	0	2.7%	2	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.3%	1
Silverlink Shopping Park,	3.6%	37	2.9%	2	0.0%	0	5.3%	5

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Newcastle-upon-Tyne																
The Metro Centre, Gateshead	7.4%	76	7.1%	4	4.1%	2	3.9%	4	2.8%	2	8.2%	4	6.8%	4	12.3%	7
Other	2.0%	21	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.4%	1	5.1%	3	3.1%	2
Internet/ Home Delivery	3.8%	39	2.9%	2	4.1%	2	1.3%	1	4.2%	4	2.7%	1	3.4%	2	6.2%	4
Alston	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.4%	15	0.0%	0	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	1.7%	1	0.0%	0
Hawick	0.7%	7	0.0%	0	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	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
Team Valley Retail Park, Gateshead	0.8%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	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	53	56	92	90	53	60	59								
Sample:	1026	70	73	76	72	73	59	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	67.1%	36	64.3%	35	60.5%	55	65.7%	57	60.6%	31	50.0%	29	58.1%	32
Car/van (as passenger)	23.0%	233	14.3%	8	22.9%	12	26.3%	24	22.9%	20	22.5%	12	22.4%	13	33.9%	19
Bus, minibus or coach	6.5%	66	1.4%	1	2.9%	2	9.2%	8	2.9%	2	8.5%	4	6.9%	4	3.2%	2
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	59	15.7%	8	7.1%	4	2.6%	2	4.3%	4	4.2%	2	20.7%	12	4.8%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	6	1.4%	1	2.9%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Metro	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	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	1.4%	1	0.0%	0	0.0%	0
Delivered	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1012	53	54	92	87	52	59	56								
Sample:	1010	70	70	76	70	71	58	62								

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

Yes	60.9%	918	71.0%	54	66.7%	53	62.7%	77	47.0%	58	74.3%	55	53.0%	54	58.0%	52
No	39.1%	591	29.0%	22	33.3%	26	37.3%	46	53.0%	66	25.7%	19	47.0%	48	42.0%	38
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q35 Which garden centre did you last visit?																
<i>Those who use garden centres at Q34</i>																
Dobbies Garden World, Ponteland	7.8%	71	9.9%	5	16.2%	9	3.1%	2	8.5%	5	5.3%	3	1.9%	1	0.0%	0
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.1%	10	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heighley Gate Garden Centre, Morpeth	26.9%	247	0.0%	0	1.5%	1	12.5%	10	25.5%	15	77.3%	42	26.4%	14	67.2%	35
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	9.6%	89	0.0%	0	0.0%	0	1.6%	1	14.9%	9	2.7%	1	54.7%	29	22.4%	12
Tyne Valley Nurseries, Mickley Square, Mickley	2.6%	24	4.2%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.5%	69	4.2%	2	11.8%	6	4.7%	4	12.8%	7	4.0%	2	3.8%	2	0.0%	0
Don't know	9.1%	83	7.0%	4	5.9%	3	7.8%	6	14.9%	9	5.3%	3	5.7%	3	6.9%	4
Azure Garden Centre, Station Road, Cramlington	3.7%	34	0.0%	0	0.0%	0	34.4%	27	0.0%	0	1.3%	1	0.0%	0	1.7%	1
Berwick Garden Centre, East Ord, Berwick	2.0%	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down To Earth, Tyne Mills Industrial Estate, Hexham	7.4%	68	71.8%	39	48.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ord Garden Centre, East Ord, Berwick	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.0%	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	8.8%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	3.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Barratts, Gosforth Park, Newcastle	8.1%	75	1.4%	1	0.0%	0	21.9%	17	21.3%	12	2.7%	1	7.5%	4	1.7%	1
Plants Plus, Seaton Burn, Newcastle	1.1%	10	0.0%	0	0.0%	0	4.7%	4	2.1%	1	1.3%	1	0.0%	0	0.0%	0
Shaw Garden Centre, Cramlington	1.2%	11	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.7%	6	0.0%	0	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	918		54		53		77		58		55		54		52	
Sample:	938		71		68		64		47		75		53		58	

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q35 Which garden centre did you last visit?																
<i>Excluding those who said 'Don't know' at Q35</i>																
Dobbies Garden World, Ponteland	8.5%	71	10.6%	5	17.2%	9	3.4%	2	10.0%	5	5.6%	3	2.0%	1	0.0%	0
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.2%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heighley Gate Garden Centre, Morpeth	29.6%	247	0.0%	0	1.6%	1	13.6%	10	30.0%	15	81.7%	42	28.0%	14	72.2%	35
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	10.6%	89	0.0%	0	0.0%	0	1.7%	1	17.5%	9	2.8%	1	58.0%	29	24.1%	12
Tyne Valley Nurseries, Mickley Square, Mickley	2.9%	24	4.5%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.2%	69	4.5%	2	12.5%	6	5.1%	4	15.0%	7	4.2%	2	4.0%	2	0.0%	0
Azure Garden Centre, Station Road, Cramlington	4.1%	34	0.0%	0	0.0%	0	37.3%	27	0.0%	0	1.4%	1	0.0%	0	1.9%	1
Berwick Garden Centre, East Ord, Berwick	2.2%	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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down To Earth, Tyne Mills Industrial Estate, Hexham	8.2%	68	77.3%	39	51.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ord Garden Centre, East Ord, Berwick	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.1%	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	9.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	4.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Barratts, Gosforth Park, Newcastle	8.9%	75	1.5%	1	0.0%	0	23.7%	17	25.0%	12	2.8%	1	8.0%	4	1.9%	1
Plants Plus, Seaton Burn, Newcastle	1.2%	10	0.0%	0	0.0%	0	5.1%	4	2.5%	1	1.4%	1	0.0%	0	0.0%	0
Shaw Garden Centre, Cramlington	1.3%	11	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.8%	6	0.0%	0	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	835		50		49		71		50		52		51		49	
Sample:	861		66		64		59		40		71		50		54	

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	44.0%	34	39.2%	31	39.2%	48	43.0%	53	45.5%	34	35.0%	35	44.0%	40
Yes, TV Shopping	2.8%	42	0.0%	0	2.0%	2	4.9%	6	3.0%	4	3.0%	2	8.0%	8	4.0%	4
Yes, both	4.9%	75	1.0%	1	2.0%	2	6.9%	8	7.0%	9	7.9%	6	4.0%	4	5.0%	5
No	48.1%	726	55.0%	42	56.9%	45	49.0%	60	47.0%	58	43.6%	32	53.0%	54	47.0%	42
Weighted base:	1509		76		79		123		124		74		101		90	
Sample:	1509		100		102		102		100		101		100		100	

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q37 Which goods or services does your household currently purchase via electronic home shopping?																
<i>Those who purchase goods via electronic shopping at Q36</i>																
Banking	9.8%	76	13.3%	5	11.4%	4	15.4%	10	9.4%	6	21.1%	9	0.0%	0	1.9%	1
Books	35.8%	281	42.2%	14	38.6%	13	30.8%	19	34.0%	22	43.9%	18	17.0%	8	34.0%	16
CD's, music, videos	43.7%	342	33.3%	11	40.9%	14	42.3%	27	49.1%	32	43.9%	18	29.8%	14	43.4%	21
Clothes	36.2%	283	40.0%	14	38.6%	13	26.9%	17	28.3%	19	28.1%	12	34.0%	16	28.3%	14
DIY goods	4.8%	38	2.2%	1	15.9%	5	7.7%	5	3.8%	2	7.0%	3	8.5%	4	1.9%	1
Food	12.2%	96	6.7%	2	22.7%	8	15.4%	10	5.7%	4	14.0%	6	12.8%	6	11.3%	5
Furniture/Carpets	4.9%	39	2.2%	1	13.6%	5	3.8%	2	1.9%	1	5.3%	2	4.3%	2	1.9%	1
Garden items	3.0%	24	6.7%	2	4.5%	2	3.8%	2	1.9%	1	0.0%	0	2.1%	1	1.9%	1
Holiday and/or Travel Tickets	15.7%	123	31.1%	11	18.2%	6	23.1%	14	9.4%	6	12.3%	5	10.6%	5	5.7%	3
Jewellery	4.4%	35	2.2%	1	2.3%	1	9.6%	6	0.0%	0	10.5%	4	12.8%	6	3.8%	2
Major electrical items	20.7%	162	35.6%	12	45.5%	15	15.4%	10	11.3%	7	24.6%	10	8.5%	4	18.9%	9
Small electrical items	24.7%	193	26.7%	9	27.3%	9	34.6%	22	20.8%	14	36.8%	15	6.4%	3	15.1%	7
Small household goods	10.4%	81	15.6%	5	15.9%	5	13.5%	8	1.9%	1	5.3%	2	4.3%	2	13.2%	6
Sports goods	7.1%	56	2.2%	1	2.3%	1	3.8%	2	7.5%	5	10.5%	4	6.4%	3	5.7%	3
Toys	11.1%	87	13.3%	5	4.5%	2	15.4%	10	7.5%	5	7.0%	3	10.6%	5	7.5%	4
Other	3.2%	25	6.7%	2	2.3%	1	5.8%	4	1.9%	1	7.0%	3	2.1%	1	1.9%	1
Don't know	3.0%	23	0.0%	0	2.3%	1	0.0%	0	1.9%	1	5.3%	2	14.9%	7	5.7%	3
Vehicle parts	1.5%	12	0.0%	0	2.3%	1	1.9%	1	1.9%	1	0.0%	0	4.3%	2	0.0%	0
Beauty products	1.3%	10	0.0%	0	0.0%	0	3.8%	2	1.9%	1	0.0%	0	2.1%	1	0.0%	0
Cosmetics	0.5%	4	0.0%	0	2.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1
Craft goods	1.1%	8	2.2%	1	2.3%	1	0.0%	0	3.8%	2	5.3%	2	2.1%	1	1.9%	1
Insurance	0.5%	4	2.2%	1	2.3%	1	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0
Chemist goods	0.5%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Computer software	0.4%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Photography equipment	0.5%	4	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	783	34	34	63	66	42	48	48								
Sample:	768	45	44	52	53	57	47	53								

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

Banking	1.5%	22	0.0%	0	2.9%	2	1.0%	1	3.0%	4	5.0%	4	0.0%	0	1.0%	1
Books	10.1%	152	7.0%	5	4.9%	4	5.9%	7	16.0%	20	7.9%	6	5.0%	5	12.0%	11
CD's, music, videos	11.4%	173	5.0%	4	8.8%	7	7.8%	10	18.0%	22	9.9%	7	8.0%	8	16.0%	14
Clothes	10.2%	154	10.0%	8	7.8%	6	7.8%	10	13.0%	16	8.9%	7	8.0%	8	9.0%	8
DIY goods	0.9%	14	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	1	0.0%	0	1.0%	1
Food	4.8%	72	5.0%	4	6.9%	5	4.9%	6	2.0%	2	3.0%	2	4.0%	4	6.0%	5
Furniture/Carpets	1.9%	28	2.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	1	2.0%	2	2.0%	2
Garden items	0.6%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Holiday and/or Travel Tickets	4.5%	68	8.0%	6	5.9%	5	4.9%	6	4.0%	5	5.9%	4	3.0%	3	3.0%	3
Jewellery	1.7%	25	0.0%	0	2.0%	2	1.0%	1	1.0%	1	3.0%	2	4.0%	4	2.0%	2
Major electrical items	5.6%	84	5.0%	4	7.8%	6	3.9%	5	4.0%	5	3.0%	2	4.0%	4	6.0%	5
Small electrical items	5.2%	79	3.0%	2	3.9%	3	4.9%	6	5.0%	6	2.0%	1	1.0%	1	5.0%	5
Small household goods	2.6%	39	0.0%	0	2.0%	2	2.9%	4	2.0%	2	2.0%	1	1.0%	1	3.0%	3
Sports goods	1.8%	26	0.0%	0	1.0%	1	2.0%	2	2.0%	2	3.0%	2	0.0%	0	1.0%	1
Toys	3.5%	52	0.0%	0	0.0%	0	5.9%	7	5.0%	6	5.0%	4	4.0%	4	1.0%	1
Other	1.1%	17	2.0%	2	2.0%	2	1.0%	1	4.0%	5	0.0%	0	2.0%	2	0.0%	0
Don't know	14.4%	217	9.0%	7	10.8%	9	10.8%	13	20.0%	25	17.8%	13	11.0%	11	15.0%	14
Nothing	52.2%	788	64.0%	49	60.8%	48	55.9%	69	41.0%	51	55.4%	41	62.0%	63	48.0%	43
Insurance	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Beauty products	0.5%	7	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Craft goods	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Weighted base:	1509	76	79	123	124	74	101	90								
Sample:	1509	100	102	102	100	101	100	100								

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?								
<i>Total sample</i>								
Ashington Leisure Centre, Institute Road, Ashington	1.7%	26	0.0%	0	0.0%	0	0.0%	0
Blyth Sports Centre, Bolam Avenue, Blyth	2.0%	31	0.0%	0	0.0%	0	16.0%	20
BodyForge Fitness Centre, Station Road, Bedlington	0.1%	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
Changes Health & Fitness, Front Street, Cramlington	0.3%	4	0.0%	0	0.0%	2	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	4.0%	61	0.0%	0	0.0%	31.4%	39	1.0%
Curves For Women, Jubilee Industrial Estate, Ashington	0.1%	2	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	1.0%	1
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	0.4%	6	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
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	1
No Limits Health Club, Fenkle Street, Alnwick	0.4%	6	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	1.0%	1	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
Oasis Health Club, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Ocean Club, Seafield Park, Seahouses	0.2%	4	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
Riverside Leisure Centre, New Market, Morpeth	1.0%	15	0.0%	0	0.0%	0	10.9%	8
Sporting Club Cramlington, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	1
The Buzz Factory, Swalwell Close, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Granary Leisure Complex, Links Road, Amble	0.2%	4	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
Tropicana, Newgate Street, Morpeth	0.1%	1	0.0%	0	0.0%	0	2.0%	1
Village Farm Gym, Shilbottle, Alnwick	0.2%	3	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
Wentworth Leisure Centre, Wentworth Park, Hexham	1.9%	29	26.0%	20	6.9%	5	0.0%	0
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	2.4%	36	0.0%	0	0.0%	0	0.0%	0
Alnwick	0.5%	8	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Berwick-upon-Tweed	1.9%	29	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	0.6%	10	0.0%	0	0.0%	0	3.0%	4
Carlisle City Centre	0.1%	2	0.0%	0	2.0%	2	0.0%	0
Coldstream	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	4
Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	4
Duns	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	13	1.0%	1	0.0%	0	0.0%	0
Gosforth	0.5%	7	0.0%	0	0.0%	0	1.0%	1
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	5	0.0%	0	6.9%	5	0.0%	0
Hexham	1.0%	15	13.0%	10	6.9%	5	0.0%	0
Jarrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kelso	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.9%	13	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
Newburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.6%	10	2.0%	2	0.0%	0	1.0%	1
North Shields	0.2%	3	0.0%	0	0.0%	0	1.0%	1
Ponteland	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Wooler	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	2.0%	2	0.0%	0	1.0%	1
(Don't know/can't remember)	1.0%	15	0.0%	0	0.0%	0	0.0%	0
(Do not do this activity)	64.7%	976	55.0%	42	73.5%	58	57.8%	71
Jedburgh	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1509		76		79		123	
Sample:	1509		100		102		102	

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?								
<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
Blyth Sports Centre, Bolam Avenue, Blyth	5.9%	31	0.0%	0	0.0%	0	69.6%	20
BodyForge Fitness Centre, Station Road, Bedlington	0.2%	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
Changes Health & Fitness, Front Street, Cramlington	0.8%	4	0.0%	0	0.0%	4.7%	2	0.0%
Concordia Leisure Centre, Forum Way, Cramlington	11.7%	61	0.0%	0	0.0%	74.4%	39	4.3%
Curves For Women, Jubilee Industrial Estate, Ashington	0.3%	2	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%	2.9%
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	1.1%	6	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
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	3.4%
No Limits Health Club, Fenkle Street, Alnwick	1.1%	6	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	2.2%	1	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%	3.3%
Oasis Health Club, Woodhorn Road, Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	3.3%
Ocean Club, Seafield Park, Seahouses	0.7%	4	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
Riverside Leisure Centre, New Market, Morpeth	2.9%	15	0.0%	0	0.0%	0	0.0%	31.4%
Sporting Club Cramlington, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	3.4%
The Buzz Factory, Swalwell Close, Prudhoe	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Granary Leisure Complex, Links Road, Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	13.3%
The Sporting Club, Highburn, Cramlington	0.2%	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%	5.7%
Village Farm Gym, Shilbottle, Alnwick	0.5%	3	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
Wentworth Leisure Centre, Wentworth Park, Hexham	5.7%	29	57.8%	20	25.9%	5	0.0%	0
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	6.9%	36	0.0%	0	0.0%	0	0.0%	13.3%
Alnwick	1.6%	8	0.0%	0	0.0%	0	0.0%	10.0%

Column % ges.

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4
Ashington	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	24.1%	7	0.0%	0
Belford	0.4%	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%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.6%	29	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	0.0%	0
Blyth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0	3.4%	1	0.0%	0
Carlisle City Centre	0.3%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.4%	2	0.0%	0	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	7.0%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Duns	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.5%	13	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	3.3%	1
Gosforth	1.3%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.0%	5	0.0%	0	25.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	15	28.9%	10	25.9%	5	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	3.4%	1	0.0%	0
Kelso	1.7%	9	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3.3%	1
Morpeth	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	7	3.4%	1	3.3%	1
Newbiggin-by-the-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.3%	1
Newburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	1.8%	10	4.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
North Shields	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.9%	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	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	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%	1	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.7%	4	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.5%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	3.3%	1
Wooler	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	31	4.4%	2	0.0%	0	2.3%	1	4.3%	1	2.9%	1	6.9%	2	3.3%	1
Jedburgh	1.2%	6	0.0%	0	0.0%	0	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	3.3%	1
Warkworth	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		519		34		21		52		29		26		29		27
Sample:		511		45		27		43		23		35		29		30

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	73.3%	25	66.7%	14	67.4%	35	60.9%	17	63.9%	17	66.7%	20	64.5%	18
Car/van (as passenger)	8.2%	44	6.7%	2	7.4%	2	7.0%	4	4.3%	1	5.6%	1	16.7%	5	9.7%	3
Bus, minibus or coach	3.0%	16	0.0%	0	3.7%	1	4.7%	2	0.0%	0	2.8%	1	0.0%	0	3.2%	1
Walk	20.4%	109	20.0%	7	22.2%	5	20.9%	11	30.4%	9	27.8%	7	16.7%	5	22.6%	6
Metro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		533		34		21		52		29		26		30		28
Sample:		525		45		27		43		23		36		30		31

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q41 Which centre/facility did you last visit for cinema?								
<i>Total sample</i>								
Cineworld, Boldon Leisure Park, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	3.7%	56	0.0%	0	1.0%	1	7.8%	10
Odeon, Osprey Drive, Wallsend	18.2%	274	1.0%	1	1.0%	1	30.4%	37
Odeon, Russell Way, Metro Centre, Gateshead	10.6%	160	12.0%	9	12.7%	10	3.9%	5
Side Cinema, the Side, Newcastle-upon-Tyne	0.6%	10	1.0%	1	0.0%	0	0.0%	0
The Forum Cinema, Market Place, Hexham	3.8%	58	40.0%	31	18.6%	15	0.0%	0
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	1.0%	16	1.0%	1	0.0%	0	4.9%	6
Other	1.8%	27	0.0%	0	2.9%	2	0.0%	0
Alnwick Playhouse, Bondgate, Alnwick	0.7%	11	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Lake District	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Pavilion Cinema, Galasheils	0.7%	11	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	0.9%	14	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Edinburgh	1.5%	23	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	4.3%	65	0.0%	0	8.8%	7	2.0%	2
(Do not do this activity)	50.3%	758	45.0%	34	54.9%	43	50.0%	62
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q41 Which centre/facility did you last visit for cinema?																
<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	2.0%	1	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
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	8.2%	56	0.0%	0	2.7%	1	16.3%	10	0.0%	0	9.3%	3	11.4%	5	2.4%	1
Odeon, Osprey Drive, Wallsend	40.0%	274	1.8%	1	2.7%	1	63.3%	37	83.3%	44	53.5%	17	52.3%	23	59.5%	23
Odeon, Russell Way, Metro Centre, Gateshead	23.3%	160	21.8%	9	35.1%	10	8.2%	5	7.1%	4	18.6%	6	36.4%	16	28.6%	11
Side Cinema, the Side, Newcastle-upon-Tyne	1.4%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	2.4%	1
The Forum Cinema, Market Place, Hexham	8.5%	58	72.7%	31	51.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	2.3%	16	1.8%	1	0.0%	0	10.2%	6	2.4%	1	4.7%	1	0.0%	0	2.4%	1
Other	3.9%	27	0.0%	0	8.1%	2	0.0%	0	2.4%	1	2.3%	1	0.0%	0	2.4%	1
Alnwick Playhouse, Bondgate, Alnwick	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Edinburgh	1.2%	8	0.0%	0	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	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	2.3%	1	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
Pavilion Cinema, Galashiels	1.5%	11	0.0%	0	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	0.0%	0	0.0%	0	4.8%	2	2.3%	1	0.0%	0	0.0%	0
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Edinburgh	3.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	685		42		29		59		52		31		45		38	
Sample:	685		55		37		49		42		43		44		42	

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	67.3%	28	76.1%	27	58.8%	36	79.5%	44	62.5%	22	69.4%	34	62.5%	27
Car/van (as passenger)	19.6%	147	9.1%	4	19.6%	7	27.5%	17	18.2%	10	16.7%	6	18.4%	9	29.2%	13
Bus, minibus or coach	6.9%	52	5.5%	2	4.3%	2	11.8%	7	2.3%	1	18.7%	7	12.2%	6	6.3%	3
Walk	1.6%	12	16.4%	7	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	2.1%	1
Train	1.5%	11	1.8%	1	0.0%	0	2.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	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		42		36		62		55		35		50		43	
Sample:	745		55		46		51		44		48		49		48	

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?								
<i>Total sample</i>								
Allendale	0.1%	2	0.0%	0	2.0%	2	0.0%	0
Alnwick	2.8%	43	0.0%	0	0.0%	0	0.0%	0
Amble	0.9%	14	0.0%	0	0.0%	0	0.0%	0
Ashington	3.1%	46	0.0%	0	0.0%	1	0.0%	0
Bedlington	0.9%	14	0.0%	0	0.0%	0	1.0%	1
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	2.0%	2	0.0%	0
Berwick-upon-Tweed	2.2%	33	0.0%	0	0.0%	0	0.0%	0
Blyth	3.7%	55	0.0%	0	0.0%	1	34.0%	42
Carlisle City Centre	0.2%	3	0.0%	0	3.9%	3	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	34	0.0%	0	0.0%	17.6%	22	0.0%
Corbridge	0.9%	14	12.0%	9	1.0%	1	0.0%	0
Cramlington	0.5%	7	0.0%	0	0.0%	0	4.9%	6
Duns	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Galashiels	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	1.0%	1	0.0%	0
Gosforth	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Haydon Bridge	0.1%	2	0.0%	0	2.0%	2	0.0%	0
Hexham	1.4%	21	22.0%	17	3.9%	3	0.0%	0
Kelso	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	5.0%	75	0.0%	0	0.0%	1	0.0%	0
Newbiggin-by-the-Sea	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	8.0%	120	6.0%	5	6.9%	5	21.6%	27
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	1	0.0%	0
Prudhoe	1.4%	21	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	3	0.0%	0	0.0%	1	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.4%	21	0.0%	0	0.0%	2.9%	4	4.0%
Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	4	0.0%	0	1.0%	1	0.0%	0
Wylam	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	83	2.0%	2	9.8%	8	1.0%	1
(Don't know/can't remember)	1.4%	21	4.0%	3	0.0%	0	0.0%	0
(Do not do this activity)	46.9%	708	51.0%	39	55.9%	44	46.1%	57
Barrasford	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Edinburgh	0.8%	12	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Greenhead Village	0.2%	2	0.0%	0	2.9%	2	0.0%	0
Heddon-on-the-Wall	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.8%	11	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	2	0.0%	0	0.0%	0	1.0%	1
Lake District	0.1%	2	1.0%	1	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	3.0%	4
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.5%	7	2.0%	2	2.9%	2	0.0%	0
Weighted base:	1509		76		79		123	
Sample:	1509		100		102		102	

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?								
<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	4.4%	2	0.0%	0
Alnwick	5.5%	43	0.0%	0	0.0%	0	0.0%	0
Amble	1.7%	14	0.0%	0	0.0%	0	0.0%	0
Ashington	5.9%	46	0.0%	0	0.0%	1	1.8%	1
Bedlington	1.8%	14	0.0%	0	0.0%	0	1.9%	1
Bedlington Station	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.5%	4	0.0%	0	4.4%	2	0.0%	0
Berwick-upon-Tweed	4.2%	33	0.0%	0	0.0%	0	0.0%	0
Blyth	7.1%	55	0.0%	0	0.0%	1	64.2%	42
Carlisle City Centre	0.4%	3	0.0%	0	8.9%	3	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.3%	34	0.0%	0	0.0%	32.7%	22	0.0%
Corbridge	1.8%	14	26.7%	9	2.2%	1	0.0%	0
Cramlington	0.9%	7	0.0%	0	0.0%	0	9.1%	6
Duns	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.3%	2	0.0%	0	0.0%	0	1.9%	1
Galashiels	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	5	0.0%	0	2.2%	1	1.8%	1
Gosforth	0.8%	6	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.3%	2	0.0%	0	6.7%	2	0.0%	0
Haydon Bridge	0.2%	2	0.0%	0	4.4%	2	0.0%	0
Hexham	2.6%	21	48.9%	17	8.9%	3	0.0%	0
Kelso	0.8%	6	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.6%	75	0.0%	0	0.0%	1	1.8%	1
Newbiggin-by-the-Sea	1.2%	9	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	15.4%	120	13.3%	5	15.6%	5	40.0%	27
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	2.1%	16	0.0%	0	0.0%	1	1.8%	1
Prudhoe	2.7%	21	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.4%	3	0.0%	0	0.0%	0	1.8%	1
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Whickham	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.7%	21	0.0%	0	0.0%	5.5%	4	7.5%
Widdrington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	1
Wooler	0.5%	4	0.0%	0	2.2%	1	0.0%	1
Wylam	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Other	10.7%	83	4.4%	2	22.2%	8	1.8%	1
Barrasford	0.1%	1	0.0%	0	2.2%	1	0.0%	0
Edinburgh	1.5%	12	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	2.2%	1	0.0%	0
Greenhead Village	0.3%	2	0.0%	0	6.7%	2	0.0%	0
Heddon-on-the-Wall	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Jedburgh	1.5%	11	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	2	0.0%	0	0.0%	0	1.9%	1
Lake District	0.2%	2	2.2%	1	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.6%	5	0.0%	0	0.0%	0	5.7%	4
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	1
Stocksfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Warkworth	1.0%	7	4.4%	2	6.7%	2	0.0%	0
Weighted base:	780	34		35	66	66	40	51
Sample:	770	45		45	55	53	55	53

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q44 How do you normally travel to...? (centre mentioned at Q43)																
<i>Those who visit nightlife at Q43</i>																
Car/van (as driver)	23.5%	188	28.6%	11	28.9%	10	25.5%	17	22.2%	15	24.6%	10	7.8%	4	26.4%	13
Car/van (as passenger)	13.0%	104	6.1%	2	15.6%	5	10.9%	7	14.8%	10	10.5%	4	9.8%	5	17.0%	8
Bus, minibus or coach	8.5%	68	4.1%	2	2.2%	1	10.9%	7	11.1%	7	3.5%	1	3.9%	2	3.8%	2
Walk	38.2%	306	49.0%	18	42.2%	15	21.8%	14	37.0%	25	54.4%	23	56.9%	29	45.3%	22
Taxi	14.5%	116	8.2%	3	4.4%	2	27.3%	18	13.0%	9	7.0%	3	21.6%	11	5.7%	3
Train	1.2%	9	4.1%	2	6.7%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	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	0.0%	0	1.9%	1
Weighted base:		801		37		35		66		67		42		52		48
Sample:		791		49		45		55		54		57		51		53

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q45 Which centre/facility did you last visit for restaurants?								
<i>Total sample</i>								
Allendale	0.2%	3	0.0%	0	3.9%	3	0.0%	0
Alnwick	3.2%	48	1.0%	1	0.0%	0	0.0%	0
Amble	1.4%	20	0.0%	0	0.0%	0	0.0%	0
Ashington	2.0%	30	0.0%	0	0.0%	0	1.0%	1
Bedlington	1.3%	20	0.0%	0	0.0%	0	1.0%	1
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Berwick-upon-Tweed	3.5%	53	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Blyth	4.4%	67	0.0%	0	0.0%	0	1.0%	1
Carlisle City Centre	0.5%	7	0.0%	0	7.8%	6	0.0%	0
Choppington	0.1%	2	0.0%	0	0.0%	0	1.0%	1
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.9%	44	0.0%	0	0.0%	0	14.7%	18
Corbridge	0.9%	13	7.0%	5	2.0%	2	0.0%	0
Cramlington	1.3%	20	0.0%	0	0.0%	0	12.7%	16
Duns	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Galashiels	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	18	1.0%	1	1.0%	1	0.0%	0
Gosforth	0.9%	13	0.0%	0	0.0%	0	2.9%	4
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	1.0%	1	6.9%	5	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Hexham	4.4%	66	47.0%	36	18.6%	15	0.0%	0
Kelso	1.2%	19	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	7.3%	110	0.0%	0	1.0%	1	2.9%	4
Newbiggin-by-the-Sea	0.7%	11	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.7%	146	6.0%	5	2.9%	2	16.7%	21
North Shields	0.6%	9	0.0%	0	1.0%	1	2.0%	2
Ponteland	2.1%	32	2.0%	2	1.0%	1	2.0%	2
Prudhoe	0.8%	12	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.8%	12	0.0%	0	1.0%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	8	0.0%	0	0.0%	0	1.0%	1
Shiremoor	0.3%	4	0.0%	0	0.0%	0	1.0%	1
South Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	2.0%	2
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.6%	24	0.0%	0	0.0%	0	2.0%	2
Widdrington Station	1.0%	16	0.0%	0	0.0%	0	2.0%	2
Wooler	0.5%	8	0.0%	0	0.0%	0	0.0%	0
Wylam	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Other	7.9%	120	10.0%	8	11.8%	9	2.9%	4
(Don't know/can't remember)	3.6%	54	3.0%	2	2.0%	2	6.9%	8
(Do not do this activity)	23.0%	348	21.0%	16	27.5%	22	23.5%	29
Barrasford	0.2%	3	0.0%	0	2.9%	2	0.0%	0
Edinburgh	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	2.0%	2	0.0%	0
Heddon-on-the-Wall	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	3	1.0%	1	0.0%	0	1.0%	1
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.5%	8	0.0%	0	1.0%	1	0.0%	0
Seaton Sluice	0.7%	11	0.0%	0	0.0%	0	3.0%	4
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.3%	5	0.0%	0	1.0%	1	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Warkworth	0.4%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Weighted base:	1509		76		79		123		124		74		101		90	
Sample:	1509		100		102		102		100		101		100		100	

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q45 Which centre/facility did you last visit for restaurants?								
<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	5.6%	3	0.0%	0
Alnwick	4.4%	48	1.3%	1	0.0%	0	0.0%	0
Amble	1.8%	20	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	30	0.0%	0	0.0%	0	1.4%	1
Bedlington	1.8%	20	0.0%	0	0.0%	0	1.4%	1
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.8%	53	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Blyth	6.0%	67	0.0%	0	0.0%	0	1.4%	1
Carlisle City Centre	0.7%	7	0.0%	0	11.1%	6	0.0%	0
Choppington	0.2%	2	0.0%	0	0.0%	0	1.4%	1
Consett	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.0%	44	0.0%	0	0.0%	0	21.1%	18
Corbridge	1.2%	13	9.2%	5	2.8%	2	0.0%	0
Cramlington	1.8%	20	0.0%	0	0.0%	0	18.3%	16
Duns	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Galashiels	0.7%	8	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.6%	18	1.3%	1	1.4%	1	0.0%	0
Gosforth	1.2%	13	0.0%	0	0.0%	0	4.2%	4
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	6	1.3%	1	9.7%	5	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Hexham	6.0%	66	61.8%	36	26.4%	15	0.0%	0
Kelso	1.7%	19	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	3	0.0%	0	0.0%	0	1.3%	1
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.9%	110	0.0%	0	1.4%	1	4.2%	4
Newbiggin-by-the-Sea	1.0%	11	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.2%	146	7.9%	5	4.2%	2	23.9%	21
North Shields	0.8%	9	0.0%	0	1.4%	1	2.8%	2
Ponteland	2.9%	32	2.6%	2	1.4%	1	2.8%	2
Prudhoe	1.0%	12	0.0%	0	0.0%	0	0.0%	0
Rothbury	1.1%	12	0.0%	0	1.4%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.7%	8	0.0%	0	0.0%	0	1.4%	1
Shiremoor	0.4%	4	0.0%	0	0.0%	0	1.4%	1
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	2.8%	2
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.2%	24	0.0%	0	0.0%	0	2.8%	2
Widdrington Station	1.4%	16	0.0%	0	0.0%	0	2.7%	2
Wooler	0.7%	8	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Other	10.8%	120	13.2%	8	16.7%	9	4.2%	4
Barrasford	0.3%	3	0.0%	0	4.2%	2	0.0%	0
Edinburgh	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.4%	1	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	2.8%	2	0.0%	0
Heddon-on-the-Wall	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	3	1.3%	1	0.0%	0	1.4%	1
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.7%	8	0.0%	0	1.4%	1	0.0%	0
Seaton Sluice	1.0%	11	0.0%	0	0.0%	0	4.0%	4
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.5%	5	0.0%	0	1.4%	1	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.5%	6	0.0%	0	2.8%	2	1.4%	1
Weighted base:	1107	58	56	86	93	52	71	69
Sample:	1109	76	72	71	75	72	70	76

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q46 How do you normally travel to...? (centre mentioned at Q45)																
<i>Those who visit restaurants at Q45</i>																
Car/van (as driver)	43.7%	507	51.9%	31	56.8%	32	41.0%	39	48.1%	46	42.1%	23	38.9%	28	42.7%	32
Car/van (as passenger)	24.9%	289	12.7%	8	23.0%	13	32.1%	30	23.4%	22	19.7%	11	34.7%	25	32.9%	24
Bus, minibus or coach	7.0%	81	2.5%	2	5.4%	3	6.4%	6	9.1%	9	3.9%	2	4.2%	3	4.9%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.3%	189	27.8%	17	13.5%	8	9.0%	8	16.9%	16	30.3%	17	16.7%	12	9.8%	7
Taxi	6.0%	70	3.8%	2	0.0%	0	10.3%	10	2.6%	2	3.9%	2	5.6%	4	8.5%	6
Train	1.2%	14	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Metro	0.5%	6	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1161		60		57		94		96		55		73		74
Sample:		1161		79		74		78		77		76		72		82

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

AMF Bowling, Westgate Road, Newcastle-upon-Tyne	1.6%	24	6.0%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Dunes Adventure Island, Sea Road, South Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	5.4%	82	1.0%	1	0.0%	0	10.8%	13	14.0%	17	5.9%	4	7.0%	7	3.0%	3
Other	0.7%	11	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
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
Edinburgh	0.5%	8	0.0%	0	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	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	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Metro Centre, Gateshead	1.1%	16	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	1.7%	25	0.0%	0	0.0%	0	7.8%	10	0.0%	0	2.0%	1	2.0%	2	1.0%	1
Wentworth Leisure Centre, Wentworth Park, 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
(Don't know/can't remember)	2.9%	43	4.0%	3	6.9%	5	4.9%	6	5.0%	6	3.0%	2	3.0%	3	1.0%	1
(Do not do this activity)	84.5%	1275	87.0%	66	91.2%	72	74.5%	92	78.0%	97	82.2%	60	81.0%	82	90.0%	81
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Q47 Which centre/facility did you last visit for ten-pin bowling?																
<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	66.7%	5	0.0%	0	0.0%	0	11.8%	2	6.7%	1	12.5%	2	11.1%	1
Dunes Adventure Island, Sea Road, South Shields	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	11.1%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	42.8%	82	11.1%	1	0.0%	0	52.4%	13	82.4%	17	40.0%	4	43.7%	7	33.3%	3
Other	5.6%	11	11.1%	1	50.0%	1	0.0%	0	5.9%	1	6.7%	1	0.0%	0	22.2%	2
Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Edinburgh	4.3%	8	0.0%	0	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	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	4.8%	1	0.0%	0	0.0%	0	6.2%	1	11.1%	1
Metro Centre, Gateshead	8.5%	16	11.1%	1	50.0%	1	4.8%	1	0.0%	0	20.0%	2	6.2%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	13.2%	25	0.0%	0	0.0%	0	38.1%	10	0.0%	0	13.3%	1	12.5%	2	11.1%	1
Wentworth Leisure Centre, Wentworth Park, Hexham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		191		7		2		25		21		11		16		8
Sample:		189		9		2		21		17		15		16		9

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	92.3%	9	55.6%	4	76.9%	24	63.6%	17	77.8%	10	73.7%	14	60.0%	5
Car/van (as passenger)	22.3%	52	7.7%	1	33.3%	2	23.1%	7	36.4%	10	16.7%	2	21.1%	4	10.0%	1
Bus, minibus or coach	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	5.3%	1	10.0%	1
Walk	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Taxi	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Train	0.3%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		10		7		31		27		13		19		9
Sample:		234		13		9		26		22		18		19		10

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

Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	0.1%	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	9.8%	12	0.0%	0	3.0%	2	2.0%	2	1.0%	1
Gala, Milburn Road, Ashington	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.0%	8	2.0%	2
Gala, Metro Centre, Gateshead	0.5%	8	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Mecca, Post Office Square, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	8.0%	10	2.0%	1	0.0%	0	2.0%	2
Mecca, High Street West, 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
Mecca, East Street, Gateshead	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.8%	43	0.0%	0	2.9%	2	2.9%	4	5.0%	6	0.0%	0	2.0%	2	2.0%	2
Greenhead Village	0.1%	2	0.0%	0	2.0%	2	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	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Do not do this activity)	90.9%	1372	97.0%	74	95.1%	75	85.3%	105	87.0%	108	92.1%	68	87.0%	88	91.0%	82
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q49 Which centre/facility did you last visit for bingo?								
<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	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	24.1%	31	0.0%	0	0.0%	0	71.4%	12
Gala, Milburn Road, Ashington	17.4%	22	0.0%	0	0.0%	0	0.0%	0
Gala, Metro Centre, Gateshead	6.0%	8	66.7%	2	0.0%	0	7.1%	1
Mecca, Post Office Square, Blyth	13.4%	17	0.0%	0	0.0%	0	61.5%	10
Mecca, High Street West, Wallsend	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	2.4%	3	33.3%	1	0.0%	0	0.0%	0
Other	33.3%	43	0.0%	0	60.0%	2	21.4%	4
Greenhead Village	1.2%	2	0.0%	0	40.0%	2	0.0%	0
Weighted base:		128		2		4		17
Sample:		124		3		5		14

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

Car/van (as driver)	35.0%	48	33.3%	1	20.0%	1	33.3%	6	23.1%	4	37.5%	2	15.4%	2	33.3%	3
Car/van (as passenger)	22.5%	31	33.3%	1	20.0%	1	20.0%	4	23.1%	4	25.0%	1	30.8%	4	0.0%	0
Bus, minibus or coach	8.0%	11	33.3%	1	0.0%	0	0.0%	0	7.7%	1	25.0%	1	0.0%	0	44.4%	4
Motorcycle, scooter or moped	0.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.0%	40	0.0%	0	60.0%	2	40.0%	7	38.5%	6	12.5%	1	53.8%	7	22.2%	2
Taxi	3.3%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Played online	1.3%	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		2		4		18		16		6		13		8
Sample:		133		3		5		15		13		8		13		9

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?								
<i>Total sample</i>								
Alnwick Playhouse, Bondgate, Alnwick	1.1%	17	0.0%	0	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	0.9%	14	2.0%	2	0.0%	0	1.0%	1
Berwick Museum, The Parade, Berwick-upon- Tweed	0.4%	6	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon- Tyne	0.4%	6	2.0%	2	1.0%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.1%	2	2.0%	2	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.1%	2	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
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	1.8%	27	1.0%	1	0.0%	0	2.9%	4
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Globe City, Carloli Square, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	4.4%	67	2.0%	2	3.9%	3	6.9%	8
Hatton Gallery, Newcastle University, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	1.9%	28	1.0%	1	2.0%	2	1.0%	1
Lazarides, Quayside, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	0.5%	8	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
Museum of Childhood, High Street, Edinburgh	0.1%	1	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	1.0%	1
Northern Stage, Barras Bridge, Newcastle-upon- Tyne	1.9%	29	3.0%	2	1.0%	1	2.0%	2
Phoenix Theatre, Beaconsfield Street, Blyth	0.3%	5	0.0%	0	0.0%	0	1.0%	1
Queens Hall Art Centre, Beaumont Street, Hexham	0.5%	7	4.0%	3	2.0%	2	0.0%	0
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.1%	2	1.0%	1	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon- Tyne	0.2%	3	2.0%	2	0.0%	0	1.0%	1
The Chare Gallery, St Marys Chare, Hexham	0.1%	2	2.0%	2	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1
The Museum of Edinburgh,	0.2%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Canongate, Edinburgh															
The Old Gaol, Hallgate, Hexham	0.2%	3	1.0%	1	2.9%	2	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Roman Army Museum, Greenhead, Brampton	0.1%	2	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	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Royalty Theatre, the Royalty, Sunderland	0.9%	14	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%
The Writers' Museum, Lawnmarket, Edinburgh	0.1%	2	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	17.0%	13	7.8%	6	21.6%	27	8.0%	10	16.8%	12	11.0%	11	12.0%
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%
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Facilities in London	2.1%	32	2.0%	2	2.9%	2	1.0%	1	1.0%	1	2.0%	1	3.0%	3	0.0%
Other	4.0%	60	2.0%	2	5.9%	5	2.0%	2	4.0%	5	5.9%	4	1.0%	1	3.0%
(Don't know/can't remember)	5.0%	76	8.0%	6	2.9%	2	2.0%	2	2.0%	2	5.0%	4	6.0%	6	5.0%
(Do not do this activity)	52.4%	791	43.0%	33	61.8%	49	52.0%	64	65.0%	81	44.6%	33	60.0%	61	56.0%
Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Edinburgh Playhouse, Edinburgh	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Theatre, Edinburgh	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Hadrians Wall	0.3%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lake District	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Life Centre, Newcastle	0.4%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Sunderland Empire, High Street West, Sunderland	1.0%	15	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%
Woodhorn Museum, Ashington	0.9%	13	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	3.0%	3	3.0%
Weighted base:	1509		76		79		123		124		74		101		90
Sample:	1509		100		102		102		100		101		100		100

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?								
<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	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	2.8%	1	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	2.1%	14	4.1%	2	0.0%	0	2.1%	1
Berwick Museum, The Parade, Berwick-upon- Tweed	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon- Tyne	0.9%	6	4.1%	2	2.8%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.2%	2	4.1%	2	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.3%	2	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
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	4.2%	27	2.0%	1	0.0%	0	6.4%	4
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Globe City, Carloli Square, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	10.5%	67	4.1%	2	11.1%	3	14.9%	8
Hatton Gallery, Newcastle University, Newcastle- upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	4.4%	28	2.0%	1	5.6%	2	2.1%	1
Lazarides, Quayside, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	1.3%	8	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
Museum of Childhood, High Street, Edinburgh	0.2%	1	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	2.1%	1
Northern Stage, Barras Bridge, Newcastle-upon- Tyne	4.5%	29	6.1%	2	2.8%	1	4.3%	2
Phoenix Theatre, Beaconsfield Street, Blyth	0.8%	5	0.0%	0	0.0%	0	2.1%	1
Queens Hall Art Centre, Beaumont Street, Hexham	1.1%	7	8.2%	3	5.6%	2	0.0%	0
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.2%	2	2.0%	1	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon- Tyne	0.5%	3	4.1%	2	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.2%	2	4.1%	2	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle- upon-Tyne	0.2%	1	0.0%	0	0.0%	0	2.1%	1
The Museum of Edinburgh,	0.5%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2009

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Canongate, Edinburgh															
The Old Gaol, Hallgate, Hexham	0.5%	3	2.0%	1	8.3%	2	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	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Roman Army Museum, Greenhead, Brampton	0.3%	2	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	0.2%	2	2.0%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Royalty Theatre, the Royalty, Sunderland	2.2%	14	0.0%	0	0.0%	0	2.1%	1	3.0%	1	2.0%	1	5.9%	2	2.6%
The Writers' Museum, Lawnmarket, Edinburgh	0.3%	2	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	32.1%	206	34.7%	13	22.2%	6	46.8%	27	24.2%	10	33.3%	12	32.4%	11	30.8%
Tynedale Museum Service, Market Place, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Facilities in London	5.0%	32	4.1%	2	8.3%	2	2.1%	1	3.0%	1	3.9%	1	8.8%	3	0.0%
Other	9.4%	60	4.1%	2	16.7%	5	4.3%	2	12.1%	5	11.8%	4	2.9%	1	7.7%
Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Edinburgh Playhouse, Edinburgh	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Theatre, Edinburgh	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Hadrians Wall	0.7%	4	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lake District	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Life Centre, Newcastle	1.0%	6	2.0%	1	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%
Sunderland Empire, High Street West, Sunderland	2.3%	15	2.0%	1	2.8%	1	2.1%	1	6.1%	2	2.0%	1	2.9%	1	2.6%
Woodhorn Museum, Ashington	2.1%	13	2.0%	1	0.0%	0	2.1%	1	6.1%	2	2.0%	1	8.8%	3	7.7%
Weighted base:	642			37		28		57		41		37		34	
Sample:	656			49		36		47		33		51		34	

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	63.2%	27	51.3%	15	49.0%	29	74.3%	32	50.0%	20	50.0%	20	56.8%	23
Car/van (as passenger)	17.1%	123	14.0%	6	15.4%	5	22.4%	13	14.3%	6	19.6%	8	17.5%	7	18.2%	7
Bus, minibus or coach	16.9%	121	8.8%	4	10.3%	3	20.4%	12	5.7%	2	19.6%	8	15.0%	6	20.5%	8
Walk	1.8%	13	7.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.0%	2	0.0%	0
Taxi	1.1%	8	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	5.0%	2	2.3%	1
Train	7.4%	53	5.3%	2	20.5%	6	4.1%	2	2.9%	1	7.1%	3	5.0%	2	2.3%	1
Metro	2.9%	21	1.8%	1	0.0%	0	0.0%	0	2.9%	1	1.8%	1	0.0%	0	0.0%	0
Other	0.4%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Weighted base:	718			43		30		59		44		41		41		40
Sample:	733			57		39		49		35		56		40		44

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?								
<i>Total sample</i>								
Celtic Football Club, Celtic Park, Glasgow	0.3%	4	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	0.6%	9	2.0%	2	0.0%	0	0.0%	0
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	9.9%	149	8.0%	6	8.8%	7	13.7%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	2.0%	2
Sunderland Association Football Club, Stadium of Light, Sunderland	1.3%	19	0.0%	0	1.0%	1	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
Other	4.0%	61	4.0%	3	2.0%	2	2.0%	2
Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	1.0%	15	1.0%	1	0.0%	0	1.0%	1
(Don't know/can't remember)	1.6%	24	1.0%	1	0.0%	0	0.0%	0
(Do not do this activity)	80.2%	1210	84.0%	64	87.3%	69	81.4%	100
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?								
<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	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	3.1%	9	13.3%	2	0.0%	0	4.3%	1
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.3%	1	0.0%	0	7.7%	1	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	54.3%	149	53.3%	6	69.2%	7	73.7%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	3.3%	9	0.0%	0	0.0%	0	10.5%	2
Sunderland Association Football Club, Stadium of Light, Sunderland	7.0%	19	0.0%	0	7.7%	1	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
Other	22.2%	61	26.7%	3	15.4%	2	12.5%	2
Ashington	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	5.6%	15	6.7%	1	0.0%	0	5.3%	1
Weighted base:	275		11		10		23	
Sample:	272		15		13		19	

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	68.8%	8	69.2%	7	42.1%	10	52.6%	12	70.8%	12	45.0%	9	56.3%	8
Car/van (as passenger)	17.4%	52	12.5%	2	30.8%	3	21.1%	5	21.1%	5	12.5%	2	25.0%	5	18.7%	3
Bus, minibus or coach	12.1%	36	0.0%	0	0.0%	0	26.3%	6	10.5%	2	8.3%	1	15.0%	3	6.2%	1
Motorcycle, scooter or moped	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	18	6.3%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	10.0%	2	0.0%	0
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	3.9%	12	12.5%	2	0.0%	0	5.3%	1	0.0%	0	4.2%	1	5.0%	1	18.7%	3
Metro	2.8%	8	0.0%	0	0.0%	0	5.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Weighted base:	299		12		10		23		24		17		20		14	
Sample:	296		16		13		19		19		24		20		16	

AGE Age of respondent

18-24 years	1.3%	20	1.0%	1	3.9%	3	2.9%	4	1.0%	1	0.0%	0	2.0%	2	2.0%	2
25-34 years	5.6%	84	1.0%	1	2.9%	2	9.8%	12	4.0%	5	2.0%	1	9.0%	9	4.0%	4
35-44 years	18.0%	272	17.0%	13	13.7%	11	15.7%	19	20.0%	25	18.8%	14	17.0%	17	13.0%	12
45-54 years	24.5%	370	20.0%	15	12.7%	10	20.6%	25	21.0%	26	20.8%	15	18.0%	18	29.0%	26
55-64 years	19.2%	290	16.0%	12	21.6%	17	23.5%	29	27.0%	34	24.8%	18	20.0%	20	15.0%	14
65 plus	30.9%	467	45.0%	34	44.1%	35	27.5%	34	27.0%	34	33.7%	25	34.0%	34	36.0%	32
(Refused)	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:	1509		76		79		123		124		74		101		90	
Sample:	1509		100		102		102		100		101		100		100	

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
GEN Gender of respondent								
Male	19.7% 297	16.0% 12	14.7% 12	23.5% 29	23.0% 29	24.8% 18	21.0% 21	21.0% 19
Female	80.3% 1212	84.0% 64	85.3% 67	76.5% 94	77.0% 96	75.2% 55	79.0% 80	79.0% 71
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100
ETH Ethnicity of Respondent								
White	99.6% 1503	99.0% 76	100.0% 79	100.0% 123	100.0% 124	100.0% 74	100.0% 101	99.0% 89
Indian	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Pakistani	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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
Other Asian	0.1% 2	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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
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
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
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
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
Mixed Race	0.1% 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	1.0% 1
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100
CWE Is the chief wage earner full-time or part-time?								
<i>Those who work</i>								
Full time	62.6% 737	48.7% 29	56.3% 28	51.8% 53	55.8% 53	54.4% 31	57.9% 45	62.8% 44
Part time	8.3% 98	9.0% 5	14.1% 7	5.9% 7	13.0% 6	11.4% 12	7.9% 7	5.1% 4
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Retired	25.1% 296	38.5% 23	29.7% 15	31.8% 33	26.0% 25	31.6% 18	26.3% 20	26.9% 19
Unemployed	2.9% 34	3.8% 2	0.0% 0	8.2% 8	2.6% 2	1.3% 1	5.3% 4	3.8% 3
Disabled / long term sick	0.9% 11	0.0% 0	0.0% 0	2.4% 2	1.3% 1	1.3% 1	2.6% 2	0.0% 0
Housewife	0.2% 2	0.0% 0	0.0% 0	0.0% 0	1.3% 1	0.0% 0	0.0% 0	1.3% 1
Weighted base:	1177	59	49	103	96	58	77	70
Sample:	1178	78	64	85	77	79	76	78
HOM Do you own you own home?								
Yes	78.1% 1179	75.0% 57	77.5% 61	72.5% 89	77.0% 96	84.2% 62	78.0% 79	76.0% 69
No	21.9% 330	25.0% 19	22.5% 18	27.5% 34	23.0% 29	15.8% 12	22.0% 22	24.0% 22
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100
ADU How many adults, including yourself, live in your household (16 years and above)?								
One	23.1% 349	23.0% 18	23.5% 19	19.6% 24	28.0% 35	29.7% 22	24.0% 24	17.0% 15
Two	55.8% 841	56.0% 43	53.9% 43	58.8% 72	53.0% 66	48.5% 36	55.0% 56	63.0% 57
Three	14.0% 211	15.0% 11	12.7% 10	12.7% 16	16.0% 20	15.8% 12	14.0% 14	18.0% 16
Four	5.4% 81	6.0% 5	6.9% 5	4.9% 6	3.0% 4	4.0% 3	7.0% 7	2.0% 2
Five	0.8% 12	0.0% 0	1.0% 1	2.0% 2	0.0% 0	2.0% 1	0.0% 0	0.0% 0
Six or more	0.1% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Refused)	0.9% 14	0.0% 0	1.0% 1	2.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100
CHI How many children live in your household, aged 15 years and under?								
None	75.0% 1132	84.0% 64	87.3% 69	72.5% 89	77.0% 96	83.2% 61	80.0% 81	74.0% 67
One	11.3% 171	8.0% 6	6.9% 5	13.7% 17	10.0% 12	7.9% 6	13.0% 13	11.0% 10
Two	9.6% 145	5.0% 4	2.9% 2	10.8% 13	9.0% 11	7.9% 6	4.0% 4	11.0% 10
Three	2.4% 36	3.0% 2	1.0% 1	1.0% 1	4.0% 5	1.0% 1	2.0% 2	4.0% 4
Four	0.4% 6	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Five	0.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Six or more	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Refused)	1.0% 15	0.0% 0	1.0% 1	2.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
CAR How many cars does your household own or have the use of?																
None	15.4%	232	12.0%	9	15.7%	12	17.6%	22	17.0%	21	17.8%	13	24.0%	24	18.0%	16
One	46.2%	697	48.0%	37	47.1%	37	42.2%	52	54.0%	67	51.5%	38	48.0%	49	36.0%	32
Two	29.8%	450	34.0%	26	24.5%	19	29.4%	36	23.0%	29	21.8%	16	27.0%	27	41.0%	37
Three	5.4%	82	5.0%	4	6.9%	5	8.8%	11	4.0%	5	6.9%	5	1.0%	1	5.0%	5
Four	2.4%	36	1.0%	1	4.9%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Refused)	0.8%	13	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100
SEG Socio-economic group																
A	1.8%	27	4.0%	3	0.0%	0	1.0%	1	2.0%	2	5.0%	4	0.0%	0	0.0%	0
B	10.4%	157	25.0%	19	7.8%	6	4.9%	6	11.0%	14	11.9%	9	7.0%	7	9.0%	8
C1	28.2%	426	30.0%	23	20.6%	16	30.4%	37	24.0%	30	38.6%	28	22.0%	22	28.0%	25
C2	20.4%	308	12.0%	9	20.6%	16	21.6%	27	22.0%	27	10.9%	8	25.0%	25	22.0%	20
D	15.8%	239	7.0%	5	13.7%	11	21.6%	27	17.0%	21	10.9%	8	19.0%	19	17.0%	15
E	17.8%	268	16.0%	12	29.4%	23	11.8%	14	21.0%	26	14.9%	11	21.0%	21	23.0%	21
(Refused)	5.5%	83	6.0%	5	7.8%	6	8.8%	11	3.0%	4	7.9%	6	6.0%	6	1.0%	1
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
QUOTA Postcode								
CA8 7	0.5%	7	0.0%	0	8.8%	7	0.0%	0
CA9 3	0.6%	9	0.0%	0	10.8%	9	0.0%	0
DH8 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0
NE136	1.3%	20	0.0%	0	0.0%	0	0.0%	0
NE150	0.6%	8	0.0%	0	0.0%	0	0.0%	0
NE159	1.8%	26	0.0%	0	0.0%	0	0.0%	0
NE177	1.2%	19	0.0%	0	0.0%	0	0.0%	0
NE180	0.2%	3	0.0%	0	0.0%	0	0.0%	0
NE191	0.4%	6	0.0%	0	0.0%	0	0.0%	0
NE192	0.3%	4	0.0%	0	0.0%	0	0.0%	0
NE200	0.4%	6	0.0%	0	0.0%	0	0.0%	0
NE209	2.7%	41	0.0%	0	0.0%	0	0.0%	0
NE225	2.2%	33	0.0%	0	0.0%	0	0.0%	0
NE226	1.6%	24	0.0%	0	0.0%	0	0.0%	0
NE227	1.2%	18	0.0%	0	0.0%	0	0.0%	0
NE231	1.0%	16	0.0%	0	0.0%	12.7%	16	0.0%
NE232	1.6%	24	0.0%	0	0.0%	19.6%	24	0.0%
NE233	1.7%	25	0.0%	0	0.0%	20.6%	25	0.0%
NE236	3.0%	46	0.0%	0	0.0%	37.3%	46	0.0%
NE237	3.0%	45	0.0%	0	0.0%	0.0%	0	0.0%
NE238	0.8%	12	0.0%	0	0.0%	9.8%	12	0.0%
NE241	1.2%	17	0.0%	0	0.0%	0.0%	14.0%	17
NE242	1.6%	24	0.0%	0	0.0%	0.0%	19.0%	24
NE243	2.9%	44	0.0%	0	0.0%	0.0%	35.0%	44
NE244	1.7%	26	0.0%	0	0.0%	0.0%	0.0%	0
NE245	2.6%	40	0.0%	0	0.0%	0.0%	32.0%	40
NE250	2.5%	37	0.0%	0	0.0%	0.0%	0.0%	0
NE264	1.1%	17	0.0%	0	0.0%	0.0%	0.0%	0
NE418	0.6%	9	0.0%	0	0.0%	0.0%	0.0%	0
NE425	1.8%	27	0.0%	0	0.0%	0.0%	0.0%	0
NE426	1.7%	26	0.0%	0	0.0%	0.0%	0.0%	0
NE437	1.2%	17	0.0%	0	0.0%	0.0%	0.0%	0
NE446	0.3%	5	0.0%	0	0.0%	0.0%	0.0%	0
NE455	1.0%	14	19.0%	14	0.0%	0.0%	0.0%	0
NE461	1.2%	18	23.0%	18	0.0%	0.0%	0.0%	0
NE462	1.2%	18	23.0%	18	0.0%	0.0%	0.0%	0
NE463	0.9%	14	18.0%	14	0.0%	0.0%	0.0%	0
NE464	0.9%	13	17.0%	13	0.0%	0.0%	0.0%	0
NE470	0.2%	3	0.0%	0	0.0%	0.0%	0.0%	0
NE475	0.3%	5	0.0%	0	5.9%	5	0.0%	0
NE476	0.6%	9	0.0%	0	10.8%	9	0.0%	0
NE477	0.3%	5	0.0%	0	5.9%	5	0.0%	0
NE478	0.2%	2	0.0%	0	2.9%	2	0.0%	0
NE479	0.6%	9	0.0%	0	10.8%	9	0.0%	0
NE481	0.2%	3	0.0%	0	3.9%	3	0.0%	0
NE482	0.5%	8	0.0%	0	9.8%	8	0.0%	0
NE483	0.3%	5	0.0%	0	5.9%	5	0.0%	0
NE484	0.2%	2	0.0%	0	2.9%	2	0.0%	0
NE490	0.3%	4	0.0%	0	4.9%	4	0.0%	0
NE499	0.9%	13	0.0%	0	16.7%	13	0.0%	0
NE611	1.2%	17	0.0%	0	0.0%	0	0.0%	23.8%
NE612	2.3%	35	0.0%	0	0.0%	0	0.0%	47.5%
NE613	1.0%	16	0.0%	0	0.0%	0	0.0%	0
NE614	0.3%	4	0.0%	0	0.0%	0	0.0%	0
NE615	2.3%	35	0.0%	0	0.0%	0	0.0%	39.0%
NE616	1.4%	21	0.0%	0	0.0%	0	0.0%	28.7%
NE625	2.7%	41	0.0%	0	0.0%	0	0.0%	0
NE630	2.2%	32	0.0%	0	0.0%	0	0.0%	32.0%
NE638	2.2%	33	0.0%	0	0.0%	0	0.0%	0
NE639	3.0%	46	0.0%	0	0.0%	0	0.0%	45.0%
NE646	1.5%	23	0.0%	0	0.0%	0	0.0%	23.0%
NE650	2.2%	32	0.0%	0	0.0%	0	0.0%	36.0%
NE657	0.9%	14	0.0%	0	0.0%	0	0.0%	0
NE658	0.6%	9	0.0%	0	0.0%	0	0.0%	0
NE659	1.5%	23	0.0%	0	0.0%	0	0.0%	25.0%
NE661	1.6%	24	0.0%	0	0.0%	0	0.0%	0
NE662	1.7%	25	0.0%	0	0.0%	0	0.0%	0
NE663	1.3%	19	0.0%	0	0.0%	0	0.0%	0
NE664	0.4%	6	0.0%	0	0.0%	0	0.0%	0
NE665	0.1%	2	0.0%	0	0.0%	0	0.0%	0
NE675	0.2%	4	0.0%	0	0.0%	0	0.0%	0
NE687	0.7%	11	0.0%	0	0.0%	0	0.0%	0

Northumberland Household Survey for White Young Green

Weighted:

August 2009

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
NE697	0.1%	2	0.0%	0	0.0%	0	0.0%	0
NE707	0.5%	7	0.0%	0	0.0%	0	0.0%	0
NE716	0.9%	13	0.0%	0	0.0%	0	0.0%	0
TD106	0.2%	4	0.0%	0	0.0%	0	0.0%	0
TD113	1.8%	28	0.0%	0	0.0%	0	0.0%	0
TD124	1.2%	18	0.0%	0	0.0%	0	0.0%	0
TD151	1.8%	28	0.0%	0	0.0%	0	0.0%	0
TD152	3.0%	46	0.0%	0	0.0%	0	0.0%	0
TD5 7	1.5%	22	0.0%	0	0.0%	0	0.0%	0
TD5 8	0.7%	10	0.0%	0	0.0%	0	0.0%	0
TD8 6	1.5%	23	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100

ZONE Zone

Zone 1	12.2%	184	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.4%	127	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.9%	74	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.7%	101	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	98	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.0%	106	0.0%	0	0.0%	0	0.0%	0
Zone 8	7.8%	117	0.0%	0	0.0%	0	0.0%	0
Zone 9	5.1%	76	100.0%	76	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	100.0%	79	0.0%	0
Zone 11	8.2%	123	0.0%	0	0.0%	0	100.0%	123
Zone 12	8.2%	124	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	74	0.0%	0	0.0%	0	0.0%	0
Zone 14	6.7%	101	0.0%	0	0.0%	0	0.0%	0
Zone 15	6.0%	90	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1509	76	79	123	124	74	101	90
Sample:	1509	100	102	102	100	101	100	100