



Northumberland County Council

Northumberland Town Centre and Retail Study Update

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1.0 Introduction

Instruction

- 1.01 WYG Planning ('WYG') was instructed by Northumberland County Council ('the Council') to undertake an update of the Northumberland Town Centres and Retail Study Update of 2013 (the '2013 Study'), which itself updated the 2011 Northumberland Town Centres and Retail Study (the '2011 Study'). This new Study provides an overview of the methodological approach, prior to setting out the findings in respect of the quantitative need for further shopping and leisure facilities.
- 1.02 A key purpose of this Study is to provide an updated assessment of retail and leisure needs and capacity across Northumberland and in each of the County's main town centres over the Northumberland Local Plan period to 2031. New forecasts are required to ensure the assessment of future retail and leisure needs is based on up-to-date evidence of current shopping and leisure patterns and is aligned with the Council's population growth projections for the County associated with the Pre-Submission Draft of the Northumberland Local Plan Core Strategy published in September 2015 ('the Draft Core Strategy').
- 1.03 The Study will act as the evidence base to assist in the formulation of future development plan policy, including the Draft Core Strategy, Delivery Plan Document, and the County's Neighbourhood Development Plans. The Study also provides baseline information to assist in the determination of planning applications for retail and leisure development.
- 1.04 Both the 2011 and 2013 Studies were informed by the findings of a telephone survey of households undertaken in August 2009. This Study draws upon new empirical research, with NEMS Market Research Limited (NEMS) undertaking telephone surveys of 1,511 households within the defined Study Area in July 2015. The Study Area for the household survey comprises the same 15 zones defined within the 2011 and 2013 Studies, which are based on postcode sectors grouped around one or more of the defined main or smaller commercial centres. The Study draws upon Experian Micromarketer G3 population and expenditure data (published October 2014) and the Council's population growth forecasts (July 2015) for Northumberland in order to establish the up-to-date position with regard to both convenience and comparison goods capacity.



1.05 The Study refers to the series of Action for Market Town (AMT) benchmarking reports for the 12 main and smaller commercial centres in Northumberland¹, which were completed in December 2013 and provide an assessment of the performance of each centre in relation to a range of indicators. WYG conducted new surveys of the 12 centres in September 2015 to assess whether any significant changes in the performance of the centres had occurred since the AMT assessments were completed focusing on key indicators, namely the vacancy rate, the composition of uses in each centre and the proportion of comparison and convenience goods units.

Structure of Report

1.06 The Study is structured as follows:

- Section 2 provides the context for the Study by providing an analysis of key retail trends;
- Section 3 considers the up-to-date position in respect of relevant national retail and town centre planning policy;
- Section 4 assesses change in use composition and vacancy rate in Northumberland's 12 main and smaller commercial centres.
- Section 5 sets out a review of the survey research and considers changes in shopping behaviour that have occurred since the undertaking of the previous household survey in 2011;
- Section 6 identifies current and future population and expenditure levels within the Study Area;
- Section 7 provides an assessment of the quantitative and qualitative need for further convenience and comparison goods retail floorspace over the assessment period;
- Section 8 considers the need for additional commercial leisure development; and
- Section 9 sets out the recommendations in respect of the future retail and leisure strategy for Northumberland.

¹ Alnwick, Ashington, Berwick-upon-Tweed, Blyth, Cramlington, Hexham, Morpeth, Amble, Bedlington, Haltwhistle, Ponteland and Prudhoe.

2.0 Current and Emerging Retail Trends

Introduction

- 2.01 WYG identify below the key trends in the retail and leisure markets which may have some bearing on how such sectors evolve in the UK in coming years. Our research collates the key findings of leading commentators, research analysts and data providers, and seeks to provide a context for the findings of this Study.
- 2.02 The retail property landscape across the UK has evolved significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of retail warehouse parks and out-of-town regional shopping malls. For most of this period, the retail and leisure sectors have experienced considerable expenditure growth, which has been attributed to a number of factors, including greater disposable income, availability of credit, new technology and a general overall increase in standard of living. However, recent economic conditions have had a clear impact on expenditure and convenience goods spending per capita has actually reduced in recent years. Experian² identifies that there was negative per capita convenience goods expenditure growth in each of the six years from 2010 to 2016 (ranging from -0.2% to -2.7%). The way in which goods are purchased has also altered due to the increased popularity of 'e-tailing', which now claims more than one in every ten pounds spent in the UK.
- 2.03 The retail and leisure market and the need for new development continually evolves as a result of numerous factors including demographics, consumer demands, car ownership, planning policy and technological advancements. The share of retail spending has undergone a significant shift in the decade since 2002, with Verdict identifying that town centre spending as a proportion of overall spending declined from 47.7% to 39.9% at 2012. In contrast, spending in out-of-centre locations has increased over the same period by 2.1% and non-store locations (principally internet retailers) by 6.6%³. These changes have had a major impact on the format and location of retail and leisure floorspace, which has led to the Government reaffirming its commitment to the 'town centre first' policy approach which is now outlined in the National Planning Policy Framework (NPPF) (March 2012).

² 'Retail Planner Briefing Note 13', Experian, October 2015

³ 'UK Out of Town Retailing', Verdict Datamonitor, April 2012



Current Retail Picture

- 2.04 A report by Colliers⁴ provides information regarding recent trends, together with forecasts for the future of retailing in the UK. The findings confirm that the retail sector has been significantly affected by the wider economic climate and that there is considerable uncertainty about the strength and durability of future growth. However, Colliers reports that the recent improved economic outlook is beginning to result in increased consumer confidence and pockets of retailer expansion which are resulting in a reduction in vacant retail space. Furthermore, it is evident that the UK unemployment rate is currently falling (recorded as being 5.7% between October and December 2014, compared to 6.0% between July and September 2014)⁵ and that average pay for employees in Great Britain increased 2.1% between October and December 2014 compared to the same period 12 months earlier⁶.
- 2.05 Notwithstanding these very recent encouraging signs, the economic conditions of the past few years have had a significant impact on the public's ability and willingness to spend their earnings on retail goods. Since 2010 there have also been increases in taxation (for example in VAT, national insurance contributions and capital gains tax) which also impact upon households' spending. Furthermore, a delay in reviewing business rates has been identified by both the Portas⁷ and Grimsey⁸ Reviews as a key factor affecting the success of many operators.
- 2.06 Recent economic conditions have resulted in significant structural changes to the high street, whereby the pressure on retailers to remain solvent has meant that many are showing increased signs of caution in their investment decisions. In particular, retailers are rationalising their physical store portfolios by reducing their number of stores, abandoning their representation in weaker centres and concentrating on acquiring sites in city centres and major regional shopping centres. This could have some impact on the propensity for national retailers to locate in Northumberland's smaller centres.
- 2.07 The Grimsey Review identified that the national vacancy rate at 2013 equated to over 22,000 empty shops across the top 650 town centres. The Centre for Retail Research⁹ estimates that overall store numbers will fall by 61,930 between 2012 and 2018, with the main impact being borne by non-food stores. The report also estimates that 316,000 people will become unemployed, permanently or temporarily, as a result of these store closures.

⁴ 'National Retail Barometer: Summer 2014', Colliers, September 2014

⁵ 'Labour Market Statistics, February 2015 Release', ONS, February 2015

⁶ Ibid

⁷ 'The Portas Review', December 2009

⁸ 'The Grimsey Review – An Alternative Future for the High Street', September 2013

⁹ 'Retail Futures 2018', Centre for Retail Research, May 2013

- 2.08 To address this, many retailers have sought to re-negotiate their lease terms with landlords in order to enable them to switch from quarterly rents to monthly agreements, with several high street firms (including Monsoon and New Look) trying to ease the cash flow burden of paying rent three months in advance. Furthermore, some retailers are finding it increasingly difficult to justify being represented in every town in the UK and in less profitable markets. As a consequence, demand has reduced considerably for 'poorer quality premises' in secondary locations and in many smaller towns with a commensurate drop in value (and often rent). Large cities and towns are likely to suffer less compared to smaller centres, given that they provide an enhanced choice for customers and offer the greater retail and leisure 'experience' that consumers increasingly desire.
- 2.09 In summary, there has been a marked polarisation and divergence in retailer spending, characterised by diminishing demand for secondary premises in smaller peripheral centres and increasing interest for well-located and appropriately configured floorspace in key centres. It is evident that whilst Central London, regional city centres and regional shopping malls are relatively stable, a significant number of small and medium sized towns which serve a localised catchment may need to implement innovative ideas in order to compete for expenditure and reduce trade leakage.
- 2.10 In terms of retail rental values, Colliers¹⁰ notes that national rates increased by 0.1% in Quarter 1 of 2014, to end 11 consecutive months of decline and to provide evidence that conditions in the retail mark are stabilising. However, Colliers also reports that this position is skewed by growth in London and a small number of other destinations, with towns that have benefitted from growth typically being able to offer: an under-supply of retail floorspace; a tight prime pitch; strong tenant demand; affordable rents; a wealthy demographic; and, limited out of town provision.
- 2.11 Given current spending patterns and the wider uncertain economic climate, it is unsurprising that Experian, which monitors and forecasts retail consumer expenditure in the UK, has in recent years identified significant changes when reviewing its forecast growth rates for both convenience and comparison goods expenditure over the short term. Experian's¹¹ forecast annual per capita convenience goods growth rate is -0.2% at 2015, +0.1% at 2016 and +0.3% at 2017. By way of contrast, Experian¹² forecast in 2009 (prior to its forecast taking full account of recessionary conditions) that per capita convenience goods growth would equate to either +0.8% or +0.9% per annum across these same three reporting years.

¹⁰ 'Midsummer Retail Report 2014: Coming Up for Air', Colliers, July 2014

¹¹ Experian Retail Planner Briefing Note 13 (Figure 1a), October 2015

¹² Experian Retail Planner Briefing Note 7.1 (Figure 1), August 2009

- 2.12 However, Experian's forecast annual per capita comparison goods growth rates are significantly more positive in recent years and are similar to those recorded prior to the recession. Experian currently identifies per capita growth of +5.3% at 2015, +3.2% at 2016 and +2.9% at 2017. This compares favourably to its 2009 identified levels of comparison goods per capita growth, which equate to +2.5% at 2015 and 2016, and +2.8% at 2017.
- 2.13 Despite difficulties in recent years across the comparison goods sector, certain types of retail have continued to perform well. The market for recreational goods has, on the whole, performed strongly in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year-on-year. However, the manner in which such purchases are made has changed considerably, with the increasing popularity of the internet to purchase books and music having a notable impact on the composition of town centres, with such stores all but disappearing from the high street. Other businesses have experienced growth in the last two years, with the Grimsey Review¹³ reporting a 12% increase (equating to an additional 1,100 stores) in 'value-related retailing' outlets, including second-hand, discount and charity shops. The Grimsey Review also makes reference to the expansion of pawnbrokers, pay-day lenders and betting shops which have collectively experienced a 17% growth in the number of such outlets since 2011.

Trends in Comparison Goods Retailing

- 2.14 Whilst it is not anticipated that growth in retail spending over the next ten years will mirror that achieved after the turn of the millennium, there is expected to be some growth in comparison goods expenditure in coming years. Consequently, there is an increasing focus from retailers on achieving more efficient use of their floorspace, particularly given the recent poor performance of certain national multiples, many of which have been affected by the significant increase in e-tailing and increases in rental levels secured before 2008. As a result of the economic climate and structural changes in the comparison goods sector (as a consequence of shoppers increasingly looking to internet retailers or higher order centres to meet their needs), retailers are more reluctant to commit to new development than they have been in previous decades. Instead, they are more selective and are holding out for accommodation that is appropriate both in terms of location and the type of premises provided. Indeed, retailers are seeking to occupy larger units in order to achieve more efficient use of floorspace and attract shoppers from a wider area. These larger floor plates enable operators to provide a greater range of goods; for example, in 2009, when the retail market was

¹³ 'The Grimsey Review – An Alternative Future for the High Street', September 2013

generally stagnant, Primark opened one million sq.ft of new retail space. Whilst Action for Market Towns undertook Benchmarking Reports for Northumberland's town centres in 2013, this research did not consider the size of units in each centre. Notwithstanding this, it is evident that much of Northumberland's commercial stock is of a historic character and that there is only a relatively limited amount of accommodation providing modern, large-scale floorplates. Whilst this would be a greater issue in larger towns serving a greater catchment, it is also necessary for Northumberland's commercial stock to appropriately meet retailers' needs in order that the County's retail offer competes.

- 2.15 International market conditions and price deflation in some key sectors have meant that many high street names have been vulnerable to takeover. This has been pursued through disposals, company voluntary administrations (CVAs), informal arrangements with landlords, lease expiries and break options. There has also been a trend for alliances between complementary retailers, whereby operators such as Argos and Habitat have taken space in stores such as Sainsbury's and Homebase.
- 2.16 More generally, whilst there is likely to be continued demand for larger, modern retail units in the future, increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will increasingly be rejected. Many national retailers, who would have previously considered smaller/lower order centres in order to increase their market share, are now assessing their future strategies. Consequently, many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes with anchor tenants if they are to attract other high quality retailers.
- 2.17 One key comparison goods retail trend which is resulting in additional space requirements relates to the growth of the household discount sector, with operators such as Poundland, 99p Stores and B&M pursuing an aggressive strategy of openings in recent years. According to the Local Data Company¹⁴, almost 1,000 new discount stores, including no-frills supermarkets, pounds shops and value retailers opened in the five years to 2015, which represents a 50% increase in the number of such retailers. These retailers have had an appreciable impact on the way many people shop for both household comparison goods and convenience goods.

¹⁴ As reported by the Financial Times article of 24 July 2015 headlined 'B&M Expansion Draws Parallels with Tesco'.

Trends in Food Retailing

- 2.18 In the aftermath of the growth in the number of edge and out-of-centre large format supermarkets during the 1990s, development of such facilities is now more limited due to stricter planning laws (following the publication of PPS4 and, subsequently, the NPPF) and a lack of suitable sites. As a result, the national multiples in the food retailing sector are finding a range of other measures to improve their market share. These include:
- Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
 - Developing a wide range of retail models, for example small-format convenience stores in town centres (e.g. Sainsbury's Local, Tesco Express), smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores (e.g. Tesco) and hypermarkets (e.g. Tesco Extra, Asda Supercentres);
 - Extended opening hours;
 - Offering cheap products and no-frills service;
 - Providing an attractive and powerful brand image; and
 - Offering a home delivery service.
- 2.19 Mintel¹⁵ identifies that the recession – allied with a period of higher inflation, although this has recently receded – has had an impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers, and more shoppers are assessing whether purchases represent value for money. Shoppers now realise that they are able to 'trade down' and switch to own-label ranges or to discount retailers to save money without sacrificing on quality. Indeed, customers are mixing value and premium in the same basket. It is noted that as weekly food budgets fall and consumers alter their shopping habits, growth will be limited and the battle for market share will intensify further. Winning a share of consumer spend will require more than low prices, with shoppers increasingly seeking to source high-quality, good value food.
- 2.20 The changing UK demographics are also having a major impact on the food and grocery sector. For example, there has been a rise in single occupancy young professional households who are 'time poor' and relatively 'cash rich'. Though their baskets might be small, they tend to buy higher value items, therefore providing an opportunity to boost volume and value growth. Elsewhere, an ageing

¹⁵ 'Food & Drink Retailing', Mintel, March 2013

population profile is leading to a rise in time rich consumers who are likely to make more frequent small trips rather than do large weekly shops. The contrasting requirements of these markets means that retailers are seeking to open a variety of stores with a particular current focus on discount and small convenience stores.

- 2.21 Verdict¹⁶ estimates that the food and grocery sector was worth an £139 billion in 2015, equating to annual growth of just 1.1%. The four key supermarket chains in the UK have respective market shares of 22.0% (Tesco), 12.7% (Asda), 12.6% (Sainsbury's) and 7.9% (Morrisons). Other national multiple retailers which also command significant market shares include Co-operative Food (4.9%), Aldi (4.8%) and Waitrose (4.0%).
- 2.22 There has been a recent slowdown in the growth plans of the majority of the principal supermarket operators. Tesco, for example, indicated in April 2013 that it had scrapped plans for major store developments on more than 100 sites and would instead focus on developing medium size units. It then subsequently announced in January 2015 its intention to pull out of a further 49 store development and to close 43 existing stores. This company strategy resulted in the closure of the Bedlington Tesco Extra store and the scrapping of the planned store at Amble.
- 2.23 Asda is the second largest supermarket retailer in the UK, with more than 550 stores nationwide. In contrast to Tesco's plans, it announced in February 2015 its intention to invest £600m opening 17 new supermarkets and revamping 62 more. It also intends to open a further number of petrol filling stations and develop locations where shoppers can pick up groceries ordered online. Asda's focus for additional openings is believed to be London and the South, rather than the North East of England.
- 2.24 Morrisons also intends to open fewer larger stores once its current pipeline of development is completed. Its recent focus has been on developing the small-scale M Local convenience format store, which has significantly fewer stores than either Tesco Express or Sainsbury's Local. However, the retailer posted disappointing results for the year to 1 February 2015 and announced the closure of 23 M Local store with the loss of 300 jobs. Its current priority is believed to be investment into its existing portfolio of stores.
- 2.25 Sainsbury's announced in October 2014 its intention to further develop the Sainsbury's Local format and to improve its online offering. However, its most significant move is to enter the discount market under the Netto fascia, with Sainsbury's owning a half share in Netto's UK operation. Netto announced the trialling of 15 stores in November 2014 clustered around the M62 corridor between Liverpool and

¹⁶ 'UK Food & Grocery – Verdict Sector Report', Verdict, December 2015



Hull in order to 'test the water'. Two new build openings were announced in March 2015 in Lymm and Hull, which appears to suggest confidence in the venture.

- 2.26 Sainsbury's has recently launched a bid to acquire the Home Retail Group (which owns Argos), with a final bid expected by 18 March 2016. Sainsbury's strategy is believed to be based around securing the representation of Argos within its stores, in order to reuse space which may be surplus to requirements as shoppers appear increasingly happy to shop at smaller foodstores.
- 2.27 Emboldened by changing convenience goods shopping patterns and significant increases in their market share, Aldi and Lidl have both announced ambitious store opening targets that, if met, will further increase pressure on the 'main four' operators (these being Asda, Morrisons, Sainsbury's and Tesco). Recent announcements suggest that Aldi was seeking to add more than 1 million sq.ft of additional floorspace in 2015 through the opening of around 60 stores and that Lidl would also add around 340,000 sq.ft in 2015.
- 2.28 More generally, the role of supermarkets has continued to develop in recent years, with the large operators now offering a greater diversity of goods and services, via a larger number of formats and locations. Food and non-food sales are also increasingly being driven by large supermarket growth, with half of town centres competing with five or more supermarkets within a two mile radius¹⁷. Whilst the exact impacts which will arise from the opening of a new supermarket are dependent on local circumstances, the British Council of Shopping Centres (BCSC) notes that there has been a significant decline in the number of independent food retailers in recent times, including a reduction of 45% between 1996 and 2007 in the number of greengrocers. Over the same time period the market share of total retail sales secured by supermarkets increased from 38% to 42%.

Leisure Sector

- 2.29 The daytime and evening leisure sector has undergone a major shift in the last five years, with the reduction in the income levels of consumers having an impact on their ability to spend on these types of discretionary activities and items. Mintel calculated that the total UK leisure market was worth almost £70 billion in 2012, only 0.2% higher than in 2007¹⁸. A review of the leisure activity participation and frequency levels indicates that eating and drinking out of the home still remain the most popular activities which people do on a monthly basis, with the cinema the next most popular of the non-food and drink-led activities. Other activities, including going to a theatre, tenpin bowling and

¹⁷ 'What Does the Future Hold for Town Centres?', BCSC, September 2009

¹⁸ 'Leisure Review', Mintel, December 2012

visiting a zoo are, on average, undertaken less frequently and this is at least in part reflective of their greater average cost. It is expected that the difficult trading conditions for the leisure sector are set to continue in the immediate future as a result of the shortfall in the amount of money that consumers have available to spend. Further analysis of regional variations in the leisure sector is provided in the North East Regional Trends section below.

- 2.30 The number of leisure centres and swimming pools has increased in the past few years, though many local authorities are currently under budget constraints and there is some evidence that the ongoing operation of such leisure facilities is, on occasion, being threatened. Mintel¹⁹ notes that 38% of adults use a health centre or swimming pool and research by the Leisure Database Company²⁰ indicates that the health and fitness private sector had a market value of approximately £3.9 billion in March 2012, an increase of 1.5% over the previous twelve month period. Mintel also notes that, whilst only 15% of adults currently use a private health and fitness club, the potential for a further expansion of the market remains strong.
- 2.31 The health and fitness sector is dominated by the David Lloyd Leisure and Virgin Active operators, with these two health clubs having approximately 455,000 and 435,000 members²¹. There has also been a rapid growth in the number of the no-contract budget club operators, with Pure Gym (260,000 members) and The Gym (255,000 members) ranked fourth and fifth in the list of leading chains behind DW Sports Fitness which has 275,000 members. Mintel identifies that there has been a growth in the popularity of innovative exercise classes and technological features to attract additional people to these clubs, with many of the higher end clubs also adding spa facilities to their offer.
- 2.32 In terms of other leisure activities, the cinema sector is performing steadily, with data indicating that there were 173 million UK cinema admissions in 2012, an increase of 0.5% since 2011. Mintel²² identifies that the eating out market has grown by around 8% between 2008 and 2013, and by an estimated 2.3% between 2012 and 2013, to an estimated £32.1 billion. It recognises however that this has largely been driven by inflation, with consumer demand muted by recent low consumer confidence levels.

¹⁹ 'Leisure Centres and Swimming Pools', Mintel, January 2013

²⁰ 'State of the UK Fitness Industry', The Leisure Database Company, June 2013

²¹ 'Health and Fitness Clubs', Mintel, June 2013

²² 'Eating Out Review', Mintel, June 2013

Out-of-Centre Development

- 2.33 Despite the ‘town centre first’ planning policies which have been adopted by recent Governments, research undertaken by Verdict²³ indicates that between 2007 and 2012, the amount of out-of-centre floorspace increased by 23%. However, in very recent years, Colliers notes that the demand for out-of-centre representation has been limited, with those retailers seeking to acquire stores having a pick of vacant stock which has been made available through the administration of MFI (in November 2008), Land of Leather (in January 2009) and Focus DIY (in May 2011), amongst others. However, only five retailers with any significant out-of-town presence have failed since June 2011, these being Allied Carpets, Clintons, Comet, GAME and Peacocks.
- 2.34 The national average vacancy rate²⁴ in out-of-centre retail warehouses in 2014 was 8.0%, an increase of around 4.1% since 2012. Some of the voids created by administrations remain un-let and the flooding of the market with so much unwanted space has acted to reduce rents. Retailers who have had their pick of the best stores include Dunelm, Pets at Home, Dreams, Matalan, Dixons Group, Go Outdoors, B&M, Mothercare, Next Home and TK Maxx.
- 2.35 Looking forward, Colliers²⁵ indicates that future out-of-centre development will fall into two main categories. The first relates to the adaptation and refurbishment of existing stock. Colliers states that between 80% and 90% of the retail warehousing stock that the UK requires to service demand has already been built. Accordingly, most development activity will see landlords seeking to improve the suitability of their property for the latest retailers and also make improvements to improve dwell time on retail parks (for example, by seeking to introduce coffee shops and restaurants). Older schemes may be remodelled or redeveloped to meet current needs. According to Colliers, the other main strand of out-of-centre retail development relates to opportunities in areas where there has not been a great deal of retail warehousing in the past.

Shopping Centre Development

- 2.36 Shopping centre retail development has been at a virtual standstill in recent years, but there are a few signs that a corner may about to be turned. Cushman & Wakefield²⁶ reports that development activity was restrained in 2014, with an estimated 124,300 sq.m of shopping centre space added over the course of the year, which is less than half the total added in 2013. Cushman & Wakefield indicates

²³ ‘UK Out of Town Retailing’, Verdict Datamonitor, April 2012

²⁴ ‘Vacancy Report Summary H2 2014’, Local Data Company, February 2015

²⁵ ‘Midsummer Retail Report 2014: Coming Up for Air’, Colliers, July 2014

²⁶ ‘Marketbeat Shopping Centre Development Report’, Cushman & Wakefield, September 2014

that the shopping centre development pipeline for 2015 totals 154,618 sq.m and includes the 51,100 sq.m Westfield Bradford and the 27,870 sq.m Friars Walk in Newport, both of which are scheduled to open in Autumn 2015. It is anticipated that next year will see the delivery of several shopping extensions, including Birmingham's Grand Central centre, which when complete, will nearly double its size to 53,000 sq.m. Cushman & Wakefield forecasts that the shopping centre pipeline will pick up significantly from 2017 as the economic recovery and the greater availability of finance help to bring forward new schemes and extensions that already have planning permission. As mentioned at paragraph 2.14, retailers are increasingly of the view that they can cover the UK from a more limited number of stores and, as a consequence, it is evident that new shopping centre development is principally focused on larger centres with reasonably significant catchments.

- 2.37 Notwithstanding this, the viability of shopping centre retail development remains, for the moment, challenging no matter how well designed or well located a scheme is. There are three types of scheme which have a better chance of success in the current economic climate. The first of these will be where a town has a large, affluent catchment and an acknowledged undersupply of retail floorspace in both town centre and out-of-town locations. The second scenario relates to schemes which were very close to happening before the recession took hold, which may be revised to better meet the current needs of the market. Barnsley, Bradford and Lichfield are examples of such schemes. The third opportunity relates to development where the key anchor is a foodstore and, as a result, demand has remained strong. However, due to changes in the food retail sector and the trading model of the 'main four' operators, opportunities in this latter category are more difficult to come by, particularly as smaller format foodstore and discount operators typically do not generate the type of values which could support an otherwise unviable scheme.
- 2.38 In addition to retail, food and drink is becoming an integral part of many shopping centres. In particular, consumers are increasingly travelling to larger centres to use the leisure facilities and experience more of a complete 'day out'. In the past, it was relatively typical for non-retail uses to occupy less than 10% of shopping centre floorspace, but this has increased in recent schemes, including Westfield in Stratford where catering and leisure units occupy over 20% of the space.

Growth in E-tailing ('E-commerce')

- 2.39 Many consumers who previously shopped in town centres and at retail parks are now increasingly using the internet to make purchases. Experian²⁷ identifies that internet sales' share of total retail

²⁷ 'Experian Retail Planner Briefing Note 12.1', October 2014

sales stood at 10.6% in mid-2014 compared to just 4.7% at June 2008. Experian's precise forecasts in respect of expenditure which is committed via special forms of trading (which includes internet sales, as well as TV shopping, catalogues and so on) is set out at Section 5 of this report. The value of internet sales in 2014 is estimated at £37.2 billion.

- 2.40 The rise in recent years of e-commerce has had a major impact upon retailers, developers and investors alike, with the top 10 e-retailers in 2012 including Amazon UK (16%), Shop Direct (5%) and Next (4%)²⁸. As access to the internet/online shopping continues to grow through digital televisions, tablets and mobile phones, proportionally less money is anticipated to be spent on the high street or at retail parks.
- 2.41 The growth in the internet as a sales medium has been enabled by the increase in access to the internet by households, which the Office for National Statistics²⁹ reports increased from 57% at 2006 to 83% in 2013. A total of 22 million households in Great Britain now have internet access. The proportion of households with access to the internet is expected to increase further over the coming years, alongside the growth in mobile phone and tablets with access via the new 4G spectrum. The ONS states that access to the internet using a mobile phone more than doubled between 2010 and 2014, from 24% to 58%. This has supported the strong growth recorded, together with improved consumer confidence in the security of online payment, deliveries and heavy demand for expensive electrical products available online. The option of using the internet to 'click and collect' in-store at a dedicated counter is also increasing in popularity (particularly within stores with large sales areas), with the service now accounting for around a fifth of John Lewis internet orders.
- 2.42 As a consequence of such changes, the Office for National Statistics³⁰ indicates that the number of people using the internet to purchase goods continues to rise, with 74% of the UK population purchasing products over the internet in 2013, compared to 53% in 2008. The most popular online purchases were clothes/sports goods, with 49% of all adults in the UK purchasing some items via the internet. In addition, 42% of the population bought household goods online and 23% bought food or groceries.
- 2.43 Online spending continues to be the key growth opportunity for national and independent retailers, accounting for increasing proportions of total sales. For example, of the £57m of additional sales profit that Next made between 2014 and 2015, 61.4% came from increased online sales whereas only 22.8% came from new floorspace and 15.8% from existing stores. Furthermore, directory sales,

²⁸ Ibid

²⁹ 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2013

³⁰ Ibid

which largely comprise online orders, now account for 38.2% of the company's sales³¹. With regard to foodstore operators, food accounts for 20.5% of all internet sales, which equates to 3.1% of all food retailing³². Verdict's research identifies that, with the exception of Morrisons (though it is currently in the process of establishing an online presence via Ocado), major retailers have seen their business grow as online shopping has increased and, as a result, the likes of Asda and Sainsbury's have improved their geographical coverage and capacity. In particular, online sales at Tesco currently exceed £2 billion, with Colliers noting that the operator has a reported 48% online grocery market share.

- 2.44 It is evident that internet shopping as a whole is having an impact upon traditional high streets, in light of increased competition and lower prices. Consequently, there is a possibility that online retailing will continue to put pressure on retail rental growth over the next five to ten years. In particular, it appears likely that smaller town centres (which may be less able to offer a complete 'shopping experience') are likely to be the subject of greater ongoing impacts from online retailing.
- 2.45 Despite some variance in the estimated future growth of online shopping, it is clear that e-tailing cannot entirely replace the 'shopping experience' as shopping is a social activity. In this regard, retailers are already adopting innovative approaches to encourage people to visit their store through 'try before you buy' concepts. For example, Ellis Brigham has installed Vertical Chill indoor ice climbing walls at five stores for customers to try equipment and to interact with products. For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand generated through physical channels whilst high street outlets can benefit from reaching a wider customer base through the internet. Those retailers who are likely to have a healthy future are those who are able to combine a strong high street presence with an interesting and closely related e-tail offer.

North East Regional Trends

- 2.46 In addition to the above national trends, this section sets out regional variations of significance to the Study. One such key issue relates to how, in recent years, the number of stores that have closed in the North East region outweighed the store openings. As set out below in Table 2.1, the North East has received year on year net store losses in 2013 and 2014, with the region losing 58 stores in 2013 and 64 stores in 2014. Furthermore, the number of stores that closed in 2014 was 43.0% higher than the number of stores that opened. This trend is not exclusive to the North East, as nine of the 11

³¹ Annual Report and Accounts, Next, January 2015

³² 'Shop Expansion and the Internet', CBRE, May 2012

regions in the UK saw net losses to their stock of retail units in 2013 and 2014 and every region sustained a net loss of stores in 2014. However, despite having the seventh largest population in the UK, the North East received the third highest loss of stores in 2013 and the rate of losses increased by six stores in 2014, albeit the amount of store closures across the nation also increased significantly over the same timeframe. However, the figures also demonstrate a general trend of higher numbers of store losses in the north of England than in other UK regions.

Table 2.1: Openings and Closings by Region

Country / English Region	No. of store closures (2014)	No. of store openings (2014)	2014 (net change)	2013 (net change)
East Midlands	446	299	-147	-68
East of England	450	418	-32	8
Greater London	1,386	1,303	-83	-11
North East	213	149	-64	-58
North West	542	410	-132	-65
Scotland	312	246	-66	-31
South East	862	787	-75	-61
South West	521	444	-77	15
Wales	159	120	-39	-15
West Midlands	524	371	-153	-76
Yorkshire & The Humber	424	305	-119	-8
TOTAL	5,839	4,852	-987	-371

Source: 'Openings & Closures Report Summary End 2014', The Local Data Company, March 2015

- 2.47 There appears to be an intrinsic link between store openings and closings and the average regional per capita retail expenditure. Tables 2.1 and 2.2 show a trend whereby the three regions that comprise the north of England (North West, North East and Yorkshire and the Humber) feature in the top six regions with the highest number of net store closures (when the years 2013 and 2014 are taken together). The study utilises Experian Micromarketer G3 (MMG3) data to compare the regional average per capita retail expenditure figures in 2011, 2012 and 2013. The results show that the three northern regions also feature in the top six UK regions with the lowest per capita expenditures for each of the three sample years. Again, this highlights the clear divide between the north and the south of England with southern regions generally having greater spending power, which may help to sustain their stores.
- 2.48 Focussing specifically on the North East region, the MMG3 figures show that the region had the fifth lowest average per capita expenditure in 2013, with its average annual retail expenditure also being £65 lower than the national average of £4,967. Notwithstanding this, average per capita expenditure in the North East increased by £689 between 2011 and 2013, which is the second highest rise of any

region in the UK. This is an encouraging sign, although the per capita expenditure in the region is still behind certain UK regions, including the North West, Scotland and the East of England.

Table 2.2: Regional Per Capita Retail Expenditure

Region	Per Capita Retail Expenditure (2011)	Per Capita Retail Expenditure (2012)	Per Capita Retail Expenditure (2013)
East Midlands	£4,541	£4,556	£4,774
East of England	£4,947	£5,084	£5,299
London	£5,043	£5,048	£5,212
North East	£4,213	£4,538	£4,902
North West	£4,569	£4,830	£4,941
Scotland	£4,950	£5,141	£5,548
South East	£4,971	£5,228	£5,610
South West	£5,027	£5,161	£5,482
Wales	£4,448	£4,579	£3,666
West Midlands	£4,436	£4,305	£4,524
Yorkshire & The Humber	£4,265	£4,439	£4,682
UK Average	£4,674	£4,556	£4,967

Source: Experian 2011, 2012 and 2013 Total Expenditure per Person

- 2.49 In terms of how this translates to the situation 'on the ground' in towns and cities across the North East region, the Local Data Company recently published its Vacancy Report³³ which provides some useful insight into the current situation. This reported a general decrease in vacancy rates across the nation from 12.3% at the end of 2013 to 11.8% in early 2014. However, the report also identifies that there is a significant variation between the regions, with London having the lowest vacancy rate of 7.8% and the North East having the highest vacancy rate of 16.8%. Indeed, the Local Data Company confirms that its data continues to identify a clear divide between the vacancy rates in the north and south.
- 2.50 Notwithstanding the above, Table 2.3 provides an insight into how regional leisure sector trends are having an impact on the changing role of town and city centres across the country. The September 2015 edition of the Market Growth Monitor Report, which is produced by AlixPartners and CGA Peach, highlights that over the past five years there has been a decline of licensed premises within 10 or the 11 UK regions, with London being the only region to see an increase. Focussing on the more recent trend between June 2014 and June 2015, it is clear that drink-led sector is still in decline, as each region has experienced between a -0.6% and -2.4% reduction to their number of drinking establishments. However, there has been a marked resurgence in the food-led sector, with every region seeing gains within this sector and the North East receiving the second highest increase of 5.9%. In particular, several city centres in the North East appear to have performed particularly well,

³³ Vacancy Report Summary Report H2 2014 – Mind The Gap! (The Local Data Company, February 2014)

with Newcastle gaining the sixth highest overall growth in food and drink-led outlets nationally (+5.6% food-led, +4.2% drink-led and +4.9% overall) and Sunderland gaining the eleventh highest overall growth (+14.6% food-led, -4.8% drink-led and 3.8% overall)³⁴.

Table 2.3: Regional Trends within the Leisure Sector

Region	Change in numbers of licensed premises in five years to June 2015	Change in food-led sites between June 2014 and June 2015	Change in drink-led sites between June 2014 and June 2015
East Midlands	-7.5%	+2.8%	-2.0%
East of England	-6.9%	+2.4%	-1.2%
London	+3.4%	+6.9%	-2.1%
North East	-6.9%	+5.9%	-1.6%
North West	-8.7%	+4.1%	-2.4%
Scotland	-4.0%	+4.7%	-0.6%
South East	-5.9%	+3.6%	-1.7%
South West	-10.6%	+4.2%	-0.6%
Wales	-10.0%	+3.9%	-2.1%
West Midlands	-7.6%	+4.5%	-1.7%
Yorkshire & The Humber	-7.9%	+4.4%	-2.1%

Source: Market Growth Monitor Report, AlixPartners and CGA Peach, September 2015

Summary

- 2.51 In summary, it is evident that the retail market has undergone significant changes in recent years. Wider economic conditions facing the UK have led to a marked decline in some previously healthy town centres, as well as other traditional retail formats. This has principally been caused by a decline in available expenditure, due to suppressed disposable incomes and an increase in the proportion of expenditure committed online.
- 2.52 However, 2015 has seen an increase in consumer confidence, mainly driven by an improved economic outlook as a result of falling unemployment and the availability of credit. As a consequence, it is anticipated by Experian that expenditure growth rates will increase moving forward. Whilst such forecasts remain below those achieved before the recession, they are significantly higher than those recorded over the last three or four years. The growth in online sales has also impinged on the need for new tangible floorspace. However, increased expenditure growth allied with the retail industry embracement of innovative multi-channelling retail strategies, provides an opportunity for town centres to widen their audience in the future and retain ground. To deliver on this, it will be critical that town centres are flexible enough to both embrace and complement digital solutions, whilst also providing appropriate and well managed retail floorspace that can showcase products and services.

³⁴ Market Growth Monitor Report, AlixPartners and CGA Peach, September 2015



The ability for centres to 'move with times' and utilise modern technology, whilst providing a materially different experience to online shopping (partly through the inclusion of leisure and food and drink offers), will help ensure their ongoing vitality and viability.



3.0 Planning Policy Context

Introduction

- 3.01 Given that this Study seeks to provide important evidence to assist in the production of future retail planning policy, it is important to review existing national planning policy of pertinence to retail and town centre matters to explore the context for the Study and how it may impact upon the production of the Local Plan. The principal change in planning policy since the previous update is the publication of the 'Ensuring the Vitality of Town Centres' Planning Practice Guidance which replaces the previous Practice Guidance on Need, Impact and the Sequential Approach which was in force at the time of the last update.

National Planning Policy Framework

- 3.02 The National Planning Policy Framework was published in March 2012. The NPPF replaces all former Planning Policy Statements, Planning Policy Guidance Notes and some Circulars in a single consolidated document.
- 3.03 The main theme of the NPPF is that there should be 'a presumption in favour of sustainable development'. In terms of plan-making, it is stated that local planning authorities should positively seek opportunities to meet the development needs of their area, with an emphasis on Local Plans having sufficient flexibility to adapt to rapid change.
- 3.04 In terms of economic development, it is set out within the NPPF's core principles that planning should proactively drive and support economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made to objectively identify and then meet the business and other development needs of an area, with positive responses made to wider opportunities for growth.
- 3.05 The NPPF stresses the Government's commitment to securing economic growth in order to create jobs and prosperity, with paragraph 17 stating that the planning system should do everything it can to support sustainable economic growth.
- 3.06 Paragraph 19 indicates that planning should operate to encourage and not to act as an impediment to sustainable growth, and that significant weight should be placed on the need to support economic



growth through the planning system. The NPPF seeks to ensure that local planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st century.

3.07 The NPPF still recognises the need to promote the vitality and viability of towns and cities through the promotion of competition and growth management during the plan period. Paragraph 23 of the NPPF provides guidance for local planning authorities in drawing up Local Plans; it indicates that they should:

- recognise town centres as the heart of their communities and pursue policies to support their vitality and viability;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centre. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge-of-centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge-of-centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and



- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

- 3.08 Paragraph 23 also indicates that needs for retail, leisure, office and other main town centre uses should be met in full and should not be compromised by limited site availability.
- 3.09 Paragraph 24 requires local planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up-to-date Local Plan. Paragraph 25 indicates that the sequential approach should not apply to applications for small scale rural offices or other small scale development.
- 3.10 Paragraph 26 indicates that local planning authorities should require an impact assessment for retail, leisure and office development outside of town centres which are not in accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default threshold will be 2,500 sq.m.
- 3.11 Paragraph 27 indicates that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact on the vitality and viability of a town centre or on existing, planned, committed investment in a centre it should be refused.
- 3.12 The NPPF also recognises that retail activity should still, where possible, be focused in existing town centres. Retail and leisure proposals which cannot be accommodated in or adjacent to the town centre will have to satisfy a dual impact test and the sequential test.

Ensuring the Vitality of Town Centres Planning Practice Guidance

- 3.13 Ensuring the Vitality of Town Centres National Planning Practice Guidance was published in March 2014 and replaces the previous Planning for Town Centres Practice Guidance. It provides a more concise summation of how retail and main town centre planning policy is to be applied in practice. However, the objectives of the Practice Guidance remain broadly comparable with those of its predecessor, with there being a stated requirement for local planning authorities to plan positively and support town centres to generate local employment, promote competition within and between town centres, and create attractive and diverse places for users.
- 3.14 Paragraph 001 of the Practice Guidance advises that the sequential test and the impact test are relevant in determining individual decisions and may be useful in informing the preparation of Local

Plans. The sequential test should be considered first as this may identify that there are preferable sites in town centres for accommodating main town centre uses. The impact test determines whether there would be likely significant adverse impacts of locating main town centre development outside of existing town centres (and therefore whether the refusal of the proposal could be supported by retail planning policy). The tests support the viability and vitality of town centres by placing existing town centres foremost in both plan-making and decision-taking.

- 3.15 In plan-making, the sequential approach requires a thorough assessment of the suitability, viability and availability of locations for main town centre uses. It requires clearly explained reasoning if more central opportunities to locate main town centre uses are rejected. Where it is not possible or appropriate to accommodate all forecast needs in town centre locations, local planning authorities should plan positively to identify the most appropriate alternative strategy for meeting the need for main town centre uses having regard to the sequential and impact tests. This should ensure that any proposed main town centre uses which are not in an existing town centre are in the best locations to support the vitality and vibrancy of town centres, and that no likely significant adverse impacts on existing town centres arise, with reference to paragraph 26 of the National Planning Policy Framework.
- 3.16 The Practice Guidance thereby requires local planning authorities to fully assess and plan to meet needs for main town centre uses through the adoption of a 'town centre first' approach. Paragraphs 002 and 003 confirm that this should be delivered through a positive vision or strategy which is communicated through the development plan. The strategy should be facilitated through active engagement with the private sector and other interested organisations (including Portas Pilot organisations, Town Teams and so on). Any strategy should be based on evidence which clarifies the current state of town centres and opportunities to meet development needs and support centres' vitality and viability.
- 3.17 Such strategies should seek to address the following matters:
- the appropriate and realistic role, function and hierarchy of town centres in the area over the plan period, including an audit of the vitality and viability of existing town centres and their ability to accommodate new development;
 - consideration of the vision for the future of each town centre and the most appropriate mix of uses;
 - the assessment of the scale of development that a town centre can accommodate;
 - the timeframe for new retail floorspace to be delivered;



- what other complementary strategies are necessary or appropriate to enhance the town centre to deliver the vision in the future; and
- the consideration of the enhancement of car parking provision including charging and enforcement mechanisms.

3.18 Paragraph 005 of the Practice Guidance identifies a series of key indicators which are of relevance in assessing the health of a centre over time. It goes on to state that not all successful town centre regeneration initiatives have been retail led or focused on substantial new development, but have instead involved improvements such as renewed public realm, parking, and accessibility and other partnership mechanisms. Paragraph 007 identifies the importance of planning for tourism as an important component of any overall vision and indicates that local planning authorities should consider specific tourism needs (including locational or operational requirements) and opportunities for tourism to support local services, vibrancy and the built environment. This is especially relevant to certain Northumberland towns.

3.19 Paragraph 009 reaffirms the town centre first policy in the form of the sequential test, which requires local planning authorities to undertake an assessment of candidate sites' availability, suitability and viability when preparing their local plan. Such an assessment should also consider the scale of future needs and the type of land needed to accommodate main town centre uses.

Housing and Economic Development Needs Assessment Planning Practice Guidance

3.20 The Government has issued further Practice Guidance to provide specific instruction in respect of the undertaking of needs assessments (including those for main town centre uses). Paragraph 032 of the Practice Guidance states that plan makers should consider forecasts of quantitative and qualitative need based on a range of data which is current and robust. Local planning authorities will need to take account of business cycles and make use of forecasts and surveys to assess site requirements for town centre uses.

Relaxation of Permitted Development Rights

3.21 At a national level, recent changes to the Town and Country Planning (General Permitted Development) Order 1995 have sought to support the diversification and vitality of town centres. The



changes follow the Portas Report recommendation to make it easier to change surplus space in order to provide for the effective re-use of buildings.

- 3.22 The Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2013 came into force on 30 May 2013. It provides, for a period of three years, for the change of use of Use Class B1 offices to residential without the need for planning permission. The Order also provides for the temporary change of use (for up to two years) of uses falling within Use Classes A1, A2, A3, A4, A5, B1, D1 and D2 to uses falling within Classes A1, A2, A3 and B1, subject to the use relating to no more than 150 sq.m of floorspace and subject to the temporary provision not previously being relied upon.
- 3.23 From 6 April 2014, permitted development rights were further extended to provide for certain additional changes of use without the need for planning permission. The changes came into force under the Town and Country Planning (General Permitted Development) (Amendment and Consequential Provisions) (England) Order 2014 and result in the introduction of two new classifications that affect commercial premises.
- 3.24 The first provides for the change of use of premises and land from Use Class A1 to use as a 'deposit taker' (effectively comprising banks, building societies, credit unions and friendly societies). The second provides for the change of use from Use Classes A1 and A2 to residential. There are certain restrictions as to where and when the rights can be exercised.
- 3.25 Subsequent to the above, the Town and Country Planning (General Permitted Development) (England) Order 2015 came into force on 15 April 2015. The Order acts, *inter alia*, to consolidate and replace the Town and Country Planning (General Permitted Development Order 1995) and to provide additional permitted development rights. It should be noted that conditions and restrictions apply, and that prior approval is generally required in order to implement development. The new rights include:
- a permitted change of use from amusement arcade/casino (sui generis use) to residential use (Class C3);
 - a permitted change from retail (Class A1) to financial services (Class A2);
 - a permitted change from retail/financial services (Class A1/A2) to food and drink (Class A3);
 - a permitted change from retail/financial services (Class A1/A2), betting offices, pay day loan shops and casinos to assembly and leisure uses (Class D2);



- extension of the temporary permitted development rights introduced in May 2013 for extensions to shops, offices, industrial and warehouse buildings to support business expansion and the economy so they apply permanently;
- the erection of click and collect facilities within the cartilage of a retail shop; and
- modifications to the size of an existing retail shop loading bay.

3.26 The intended consequence of such measures is to secure the redevelopment and reuse of premises. However, it is considered that the relaxation in respect of changes of use to residential are more likely to encourage re-use of offices in larger metropolitan areas which may benefit from a greater supply of office buildings and where previously there may have been some reluctance to grant planning permission for residential uses.

4.0 Action for Market Towns Benchmarking Update

Introduction

- 4.01 This section provides an update of the Action for Market Town (AMT) reports, which were published in December 2013. WYG conducted surveys of Northumberland's town centres in September 2015 and WYG has used the same methodology as the AMT reports for the analysis. In so doing, WYG has provided up to date figures in relation to a number of key indicators, namely the composition of uses in each centre, the vacancy rate and the proportion of comparison and convenience goods units.
- 4.02 In relation to Tables 4.1 to 4.36, which relate to the proportion of units in each of the surveyed town centres, WYG has undertaken analysis on the proportion of occupied units, which accords with the AMT methodology. This has the advantage of allowing like for like comparisons to be made. However, it should be noted that whilst the number of units in each use class is recorded, the data does not record the actual quantum of sales floorspace for each sector. It should also be noted that the 2013 figures in Tables 4.1 to 4.36, which are sourced from the AMT reports, in several instances add up to a figure that is up to two percentage points greater or lower than 100%, which may be a result of rounding. The commentary provided by WYG in relation to changes to the composition of the town centres since 2013 should therefore be considered in this context.
- 4.03 Since the publication of the AMT reports, there have also been some minor changes to the planning use class system that relate to betting offices/shops and pay day loan shops. Both types of unit were previously classified as financial and professional services uses but now considered to be sui generis. The effect of this re-categorisation can be seen in the figures for many of the towns that were surveyed, which often show losses to financial and professional services (A2 use) and gains in the sui generis (SG use) total.

Alnwick

- 4.04 Alnwick town centre has seen a reduction of one percentage point in both the proportion of A1 and A3 uses since 2013, with A1 uses accounting for 50% of all units at 2015 and A3 uses comprising 10% of units. The proportion of A1 uses in 2015 is now three percentage points below the both the north east small towns and national small towns averages. However, Alnwick's proportion of A3 uses remains one and two percentage points above the respective north east and national averages.

- 4.05 Although there have been reductions to A1 and A3 uses, the proportion of A2 and A5 units has increased by one percentage point between 2013 and 2015, with A2 uses now comprising 13% of units and A5 units occupying 3% of Alnwick's units. Alnwick also contains a high proportion of hotels, which make up 5% of its units. The comparative average for the proportion of hotels in both the north east small towns and national small towns is only 1%, which is reflective of Alnwick being a tourist destination.

Table 4.1: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 2
A1: Shops	50% (94)	51%	53%	53%	54%
A2: Financial and Professional Services	13% (25)	12%	13%	14%	13%
A3: Food and Drink	10% (19)	11%	9%	8%	9%
A4: Drinking Establishments	6% (11)	6%	5%	4%	4%
A5: Hot Food Takeaways	3% (6)	2%	4%	5%	3%
B1: Business	3% (5)	3%	3%	3%	3%
B2: General Industrial	0% (0)	0%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	5% (10)	5%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	3% (6)	3%	6%	6%	6%
D2: Assembly and Leisure	2% (3)	1%	1%	1%	1%
SG: Sui Generis	5% (10)	4%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Alnwick is classed as a Typology 2 town.

- 4.06 Alnwick's ratio between comparison and convenience goods units has shifted between 2013 and 2015 with a two percentage point gain to the proportion of comparison goods units and a two percentage point loss for convenience goods uses. The 2015 proportion of comparison goods uses (80%) is four percentage points above the north east small town average and one percentage point below the national small town averages. However, at 20%, Alnwick's proportion of convenience goods units is four percentage points below the north east small towns average and one percentage point below the average for national small towns.

Table 4.2: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Town	National Small Town	Typology 2
Comparison	80%	78%	76%	79%	82%
Convenience	20%	22%	24%	21%	18%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.07 Alnwick has a low vacancy rate of 6% and the vacancy level has decreased by one percentage point since 2013. Alnwick's vacancy rate is three percentage points below the north east small towns average and one percentage point below the average for national small towns.

Table 4.3: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Town	Typology 2
Vacant Units	6%	7%	9%	8%	8%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Ashington

- 4.08 Ashington has a high proportion of A1 uses with 59% of its units being within this category in 2015. This is six percentage points higher than both the north east small towns and national small towns averages for A1 units. The proportion of A1 units has also grown by one percentage point since 2013.
- 4.09 Ashington also has a high proportion of betting and pay day loan shops when compared to other towns in Northumberland. As discussed in the introduction to this section, both types of units have been re-categorised within the planning use class system. This partly explains why Ashington's proportion of A2 uses has decreased from 12% in 2013 to 9% in 2015 and why the proportion of sui generis uses has increased from 7% to 12% over the same time frame.
- 4.10 At 6%, Ashington has a low proportion of A3 uses when compared to the north east small towns average of 9% and the national small towns average of 8%. In addition, 7% of Ashington's retail units are hot food takeaways (A5 use), which is above the north east small towns and national small towns averages of 4% and 5% respectively. However, the town centre lacks 'B' or 'C' use classes and the proportion of D1 units at 2015 (4%) is also below the level that would normally be expected for a similar sized town in the north east region (6%) or nationally (6%).

Table 4.4: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	59% (116)	58%	53%	53%	54%
A2: Financial and Professional Services	9% (17)	12%	13%	14%	13%
A3: Food and Drink	6% (11)	6%	9%	8%	9%
A4: Drinking Establishments	4% (8)	4%	5%	4%	4%
A5: Hot Food Takeaways	7% (13)	7%	4%	5%	3%
B1: Business	2% (4)	2%	3%	3%	3%
B2: General Industrial	0% (0)	1%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	4% (7)	3%	6%	6%	6%
D2: Assembly and Leisure	1% (1)	1%	1%	1%	1%
SG: Sui Generis	11% (21)	7%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Ashington is classed as a Typology 6 town.

- 4.11 Table 4.5 shows that the ratio of comparison to convenience goods units in Ashington town centre has shifted towards the comparison sector since 2013, with the proportion of convenience goods units losing two percentage points and the proportion of comparison goods units gaining two percentage points. At 84% in 2015, Ashington's proportion of comparison goods units is now eight percentage points higher than the north east small towns average and five percentage points higher than the national small towns average. Conversely, Ashington's proportion of convenience goods units (16%) is eight percentage points lower than the north east and national small towns averages.

Table 4.5: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	84%	82%	76%	79%	77%
Convenience	16%	18%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.12 Table 4.6 shows that Ashington's vacancy rate of 12% at 2015 is higher than average. The vacancy rate has increased by one percentage point since 2013 and is currently three percentage points higher than the north east small towns average and four percentage points higher than the national small towns average.

Table 4.6: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	12%	11%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Berwick

- 4.13 The composition of units in Berwick town centre was found to comprise 53% A1 uses in 2015, with the proportion of A1 uses decreasing by three percentage points since 2013. The proportion of A1 uses is now at the same level as the average figure for north east small towns and for national small towns. However, Berwick's proportion of A3 uses has increased by two percentage points since 2013 to 10% of all units at 2015, which is above the north east small towns (9%) and national small towns (8%) averages. Berwick also has a higher proportions of B1 (5%) and C1 (5%) uses but a lower proportion of A5 (2%) uses than the regional and national averages.

Table 4.7: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	53% (128)	56%	53%	53%	54%
A2: Financial and Professional Services	9% (21)	11%	13%	14%	13%
A3: Food and Drink	10% (25)	8%	9%	8%	9%
A4: Drinking Establishments	5% (13)	5%	5%	4%	4%
A5: Hot Food Takeaways	2% (5)	2%	4%	5%	3%
B1: Business	5% (13)	5%	3%	3%	3%
B2: General Industrial	0% (0)	0%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	5% (12)	5%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	5% (11)	4%	6%	6%	6%
D2: Assembly and Leisure	0% (1)	1%	1%	1%	1%
SG: Sui Generis	5% (13)	3%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

² Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Berwick is classed as a Typology 6 town.

- 4.14 At 90:10, the ratio between comparison and convenience goods units in Berwick town centre leans more towards the comparison goods sector than in any other town in Northumberland. Furthermore, the split between comparison and convenience goods units has grown by four percentage points since 2013 and the proportion of comparison goods units is now 14 percentage points higher than the north east small towns average and 11 percentage points above the national small towns average.

Table 4.8: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	90%	88%	76%	79%	77%
Convenience	10%	12%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.15 Berwick's vacancy rate of 10% at 2015 is one percentage point higher than the north east small towns average vacancy rate and two percentage points higher than the national small towns average

vacancy rate. The proportion of vacant properties in Berwick town centre has increased by one percentage point since 2013.

Table 4.9: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	10%	9%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Blyth

- 4.16 As shown in Table 4.10, the proportion of A1 units in Blyth town centre at 2015 is 52%, which is the same as the level in the previous survey undertaken in 2013. The proportion of A1 units is one percentage point below the north east small towns and national small towns averages. However, Blyth has lost 5% of its A2 uses since 2013, although the proportion of sui generis uses has grown by 5% over the same timeframe. Blyth has a high proportion of betting and pay day loan shops, which goes some way to explaining this trend. As explained in the introduction to this section, these uses have been re-categorised as sui generis uses from their former A2 use. The 2015 survey also identified that Blyth has higher proportions of drinking establishments (6%) and hot food takeaways (6%) than the north east small town and national small town averages.
- 4.17 Table 4.11 shows that Blyth's ratio of comparison and convenience goods units (73:27) has shifted between 2013 and 2015 with an 11 percentage point gain to the comparison goods sector from the convenience goods sector. This has moved the balance to a level that is more akin to the average proportion of comparison and convenience goods units in the north east small towns (76:24).
- 4.18 As set out in Table 4.12, Blyth's vacancy rate at 2015 is 9%, which is the same as the figure that was recorded in 2013. This is also the same level as the north east small towns average but is one percentage point higher than the national small towns average.

Table 4.10: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	52% (121)	52%	53%	53%	54%
A2: Financial and Professional Services	11% (26)	16%	13%	14%	13%
A3: Food and Drink	7% (17)	7%	9%	8%	9%
A4: Drinking Establishments	6% (13)	6%	5%	4%	4%
A5: Hot Food Takeaways	6% (13)	5%	4%	5%	3%
B1: Business	3% (6)	4%	3%	3%	3%
B2: General Industrial	0% (0)	0%	0%	0%	1%
B8: Storage and Distribution	1% (2)	0%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	1% (2)	0%	0%	0%	0%
D1: Non-Residential Institutions	2% (4)	3%	6%	6%	6%
D2: Assembly and Leisure	1% (2)	1%	1%	1%	1%
SG: Sui Generis	11% (25)	6%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Blyth is classed as a Typology 6 town.

Table 4.11: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	73%	62%	76%	79%	77%
Convenience	27%	38%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Table 4.12: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	9%	9%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Cramlington

- 4.19 The proportion of A1 units in Cramlington town centre has grown from 57% in 2013 to 59% in 2015. The proportion of A1 units is now six percentage points higher than both the north east small towns and national small towns averages. As with other towns in Northumberland, Cramlington's proportion of A2 uses has decreased significantly from 12% in 2013 to 8% in 2015, whilst the proportion of sui generis units has grown from 3% in 2013 to 9% in 2015. This can mostly be explained by the re-categorisation of betting and pay day loan shops from A2 to sui generis. Given that a large proportion of Cramlington's town centre comprises the Manor Walks Shopping Centre, it is unsurprising that the town centre has a low proportion of B1 uses (1%) but the town centre also has a lower than average proportion of A3 uses (6%).

Table 4.13: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	59% (82)	57%	53%	53%	54%
A2: Financial and Professional Services	8% (11)	12%	13%	14%	13%
A3: Food and Drink	6% (8)	7%	9%	8%	9%
A4: Drinking Establishments	5% (7)	5%	5%	4%	4%
A5: Hot Food Takeaways	2% (3)	3%	4%	5%	3%
B1: Business	1% (2)	2%	3%	3%	3%
B2: General Industrial	1% (1)	1%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	1% (1)	1%	0%	0%	0%
D1: Non-Residential Institutions	6% (9)	8%	6%	6%	6%
D2: Assembly and Leisure	2% (3)	2%	1%	1%	1%
SG: Sui Generis	9% (12)	3%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Cramlington is classed as a Typology 6 town.

- 4.20 Cramlington has a high proportion of comparison units (80%) in 2015 when compared to the proportion of convenience units (20%). Again, this is not surprising given that a large proportion of the town centre largely comprises a shopping centre that mostly sells comparison goods.

Notwithstanding this, the town centre does contain Asda , Iceland and Sainsbury's supermarkets and the proportion of convenience units at 2015 is only one percentage point lower than the national small towns average.

Table 4.14: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	80%	79%	76%	79%	77%
Convenience	20%	21%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.21 Cramlington has vacancy rate of 9% at 2015, which is the same as the average vacancy rate for north east small towns. However, Cramlington's vacancy rate has increased by one percentage point since 2013.

Table 4.15: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	9%	8%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Hexham

- 4.22 As shown in Table 4.16, the proportion of A1 units in Hexham town centre at 2015 has decreased by three percentage points since 2013 from 54% to 51%. Hexham's proportion of A1 units is now two percentage points lower than the north east small towns and national small towns averages and three percentage points lower than the national large town averages. However, Hexham has a higher than average proportion of A3 uses (10%), B1 uses (4%) and D1 uses (6%) when compared to the north east small towns, national small towns and national large towns averages.
- 4.23 As set out in Table 4.17, Hexham has the second highest proportion of comparison goods units compared to convenience goods units within the Northumberland authority area. Furthermore, the proportion of comparison goods units has increased from 80% of class A1 stock in 2013 to 89% of stock in 2015. The proportion of comparison goods units is now 13 percentage points higher than the north east small towns average, 10 percentage points higher than the national small towns average and seven percentage points higher than the national large towns average.

4.24 Table 4.18 shows that Hexham's proportion of vacant units at 2015 is 8%, which is the same as it was in 2013. This is the same as the national small towns average but slightly lower than both the north east small towns average (9%) and the national large towns average (10%).

Table 4.16: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	National Large Towns	Typology ¹ 5
A1: Shops	51% (132)	54%	53%	53%	54%	53%
A2: Financial and Professional Services	10% (25)	11%	13%	14%	13%	13%
A3: Food and Drink	11% (29)	10%	9%	8%	9%	10%
A4: Drinking Establishments	4% (11)	4%	5%	4%	4%	4%
A5: Hot Food Takeaways	3% (7)	2%	4%	5%	3%	3%
B1: Business	4% (11)	5%	3%	3%	3%	3%
B2: General Industrial	0% (1)	1%	0%	0%	1%	0%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%	0%
C1: Hotels	1% (2)	1%	1%	1%	1%	1%
C2: Residential Institutions	0% (1)	0%	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%	0%
D1: Non-Residential Institutions	9% (23)	9%	6%	6%	6%	7%
D2: Assembly and Leisure	2% (6)	1%	1%	1%	1%	1%
SG: Sui Generis	5% (13)	3%	5%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Hexham is classed as a Typology 5 town.

Table 4.17: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	National Large Towns	Typology 5
Comparison	89%	80%	76%	79%	82%	81%
Convenience	11%	20%	24%	21%	18%	19%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Table 4.18: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	National Large Towns	Typology 5
Vacant Units	8%	8%	9%	8%	10%	8%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Morpeth

- 4.25 Morpeth has the highest proportion of A1 uses of any town centre in the Northumberland authority area. The proportion of A1 uses has grown from 60% in 2013 to 61% in 2015 and is now eight percentage points higher than both the north east small towns and national small towns averages. Morpeth's proportion of A3 (9%), A4 (4%), B1 (3%) and C1 (1%) units are all similar to the north east small town and national small town averages. However, at only 2%, the proportion of A5 uses is below the respective 4% and 5% north east small towns and national small towns averages for hot food takeaways.

Table 4.19: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹
A1: Shops	61% (147)	60%	53%	53%	51%
A2: Financial and Professional Services	9% (22)	12%	13%	14%	15%
A3: Food and Drink	9% (21)	10%	9%	8%	9%
A4: Drinking Establishments	4% (10)	4%	5%	4%	4%
A5: Hot Food Takeaways	2% (5)	3%	4%	5%	4%
B1: Business	3% (7)	3%	3%	3%	4%
B2: General Industrial	0% (0)	0%	0%	0%	0%
B8: Storage and Distribution	0% (1)	0%	0%	0%	0%
C1: Hotels	1% (3)	0%	1%	1%	0%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	5% (13)	5%	6%	6%	7%
D2: Assembly and Leisure	1% (3)	0%	1%	1%	1%
SG: Sui Generis	4% (9)	3%	5%	5%	4%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Morpeth is classed as a Typology 1 town.

- 4.26 The ratio between comparison and convenience goods units in Morpeth town centre has shifted significantly since 2013 towards the comparison goods sector. The ratio was previously 77:23 in 2013 but it has changed to 83:17 in 2015. The proportion of convenience units is now seven percentage points below the north east small towns average and four percentage points below the national small towns average. Conversely, the proportion of comparison goods units the same percentage difference higher than the north east small towns average and the national small towns average.

Table 4.20: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 1
Comparison	83%	77%	76%	79%	72%
Convenience	17%	23%	24%	21%	28%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.27 The vacancy rate in Morpeth town centre at 2015 is 9%, which is the same level as it was in 2013. Morpeth's vacancy rate is also the same as the average for north east small towns but one percentage point higher than the national small towns average.

Table 4.21: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 1
Vacant Units	9%	9%	9%	8%	7%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Amble

- 4.28 Amble has a higher than average proportion of A1 units and its proportion of A1 units has grown from 51% in 2013 to 57% in 2015. Amble's role as a tourist destination is reflected by the town centre also having a high proportion of leisure uses, such as food and drink units (12%), drinking establishments (5%) and hot food takeaways (8%), which are also all above the respective north east small towns and national small towns averages. In addition, 4% of the commercial stock within the town centre is accommodated by B1 uses, which again is also above the regional and national averages, although the proportion of B1 units has reduced by two percentage points since 2013.

Table 4.22: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	57% (59)	51%	53%	53%	54%
A2: Financial and Professional Services	9% (9)	11%	13%	14%	13%
A3: Food and Drink	12% (12)	10%	9%	8%	9%
A4: Drinking Establishments	5% (5)	6%	5%	4%	4%
A5: Hot Food Takeaways	8% (8)	9%	4%	5%	3%
B1: Business	4% (4)	6%	3%	3%	3%
B2: General Industrial	0% (0)	0%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	1% (1)	1%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	2% (2)	1%	6%	6%	6%
D2: Assembly and Leisure	0% (0)	0%	1%	1%	1%
SG: Sui Generis	4% (4)	5%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Amble is classed as a Typology 6 town.

- 4.29 The ratio between comparison and convenience goods units in Amble town centre has widened in recent years, as the proportion of comparison units has increased from 71% in 2013 to 75% in 2015 and the proportion of convenience goods units has decreased from 29% in 2013 to 25% in 2015. Notwithstanding this, Amble's proportion of convenience goods units in 2015 is still one percentage point above the north east small towns average of 24% and four percentage points above the national small towns average of 21%.

Table 4.23: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	75%	71%	76%	79%	77%
Convenience	25%	29%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.30 Amble town centre has an extremely low vacancy rate of 2% at 2015. The vacancy rate has decreased by five percentage points since 2015 and is now seven percentage points lower than the north east small towns average vacancy rate and six percentage points lower than the national small towns average vacancy rate.

Table 4.24: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	2%	7%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Bedlington

- 4.31 Table 4.25 shows that the proportion of units in Bedlington in A1 use is 39% at 2015, which represents a decrease of one percentage point since 2013. The proportion of A1 unit is 14 percentage points lower than the north east small towns and national small towns averages. However, Bedlington's proportion of drinking establishments has increased from 9% in 2013 to 11% in 2015, with the latter figure being more than twice the regional and national small towns averages. A similar pattern is seen with the proportion of hot food takeaways, which has increased from 7% in 2013 to 9% in 2015, with the 2015 figure again being significantly above the average for a town centre of this size. In addition, Bedlington's high proportion of non-residential institutions (11%) is nearly twice the respective regional and national averages, which are both 6%.
- 4.32 As shown in Table 4.26, the balance between comparison and convenience goods units in Bedlington town centre has swung towards the comparison sector in recent years. Between 2013 and 2015, there has been and three percentage point gain to comparison uses from the convenience goods sector. The proportion of comparison units in 2015 is now six percentage points above the north east small towns average and three percentage points above the national small towns average, whereas the proportion of convenience units is the same percentage difference below the respective north east and national small towns averages.
- 4.33 Bedlington's vacancy rate of 10% at 2015 is one percentage point higher than the north east small town average and two percentage points higher than the national small towns average as shown in Table 4.27. Although its vacancy rate has reduced by one percentage point since 2013, a concentration of vacancies still exist surrounding the former Tesco Metro supermarket at Market Place.

Table 4.25: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	39% (44)	40%	53%	53%	54%
A2: Financial and Professional Services	8% (9)	10%	13%	14%	13%
A3: Food and Drink	6% (7)	6%	9%	8%	9%
A4: Drinking Establishments	11% (12)	9%	5%	4%	4%
A5: Hot Food Takeaways	9% (10)	7%	4%	5%	3%
B1: Business	2% (2)	2%	3%	3%	3%
B2: General Industrial	1% (1)	1%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	11% (12)	11%	6%	6%	6%
D2: Assembly and Leisure	1% (1)	0%	1%	1%	1%
SG: Sui Generis	13% (15)	11%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Bedlington is classed as a Typology 6 town.

Table 4.26: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	82%	79%	76%	79%	77%
Convenience	18%	21%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Table 4.27: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	10%	11%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Haltwhistle

- 4.34 The proportion of A1 uses in Haltwhistle town centre has decreased from 46% in 2013 to 41% in 2015. This figure is 12 percentage points less than both the comparable north east small town and national small town averages. However, Haltwhistle is well represented in terms its of food and drink operators (7%), drinking establishments (10%), hot food takeaways (6%), business uses (4%) and hotels (4%), which are all above the respective regional and national averages.

Table 4.28: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 2
A1: Shops	41% (29)	46%	53%	53%	54%
A2: Financial and Professional Services	9% (6)	9%	13%	14%	13%
A3: Food and Drink	7% (5)	4%	9%	8%	9%
A4: Drinking Establishments	10% (7)	10%	5%	4%	4%
A5: Hot Food Takeaways	6% (4)	6%	4%	5%	3%
B1: Business	4% (3)	3%	3%	3%	3%
B2: General Industrial	0% (0)	2%	0%	0%	1%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	4% (3)	5%	1%	1%	1%
C2: Residential Institutions	0% (0)	0%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	9% (6)	10%	6%	6%	6%
D2: Assembly and Leisure	0% (0)	0%	1%	1%	1%
SG: Sui Generis	10% (7)	4%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Haltwhistle is classed as a Typology 2 town.

- 4.35 The split between Haltwhistle's comparison and convenience goods uses shows that the number of units offering convenience goods in the town centre is above what might be expected for a centre of its size, both within the north east region and nationally. The proportion of A1 retail units in convenience goods use stands at 33% at 2015, which represents an increase of four percentage points since 2013. However, the proportion of A1 units in comparison goods use (67%) is below the respective regional and national averages of 76% and 79%.

Table 4.29: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 2
Comparison	67%	71%	76%	79%	82%
Convenience	33%	29%	24%	21%	18%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.36 The vacancy rate in Haltwhistle town centre has increased very slightly from 7% in 2013 to 8% in 2015. Haltwhistle's vacancy rate is now the same as the national average for a centre of its size but one percentage point lower than the north east small town average.

Table 4.30: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 2
Vacant Units	8%	7%	9%	8%	8%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Ponteland

- 4.37 The proportion of A1 units in Ponteland town centre is, at 33%, 20 percentage points lower than both the north east and national small town averages. However, as set out below in Table 4.31, the proportion of A1 units has increased by one percentage point since 2013. This is the lowest proportion of A1 uses of any town centre in Northumberland. The proportion of Ponteland's commercial stock in A2 use has decreased from 25% to 21% between 2013 and 2015, which is most likely due to the change of betting and pay day loan shops from A2 to sui generis. Notwithstanding this, Ponteland retains eight percentage points more A2 uses at 2015 than the north east small towns average and seven percentage points more than the national small towns average. Ponteland also has a high proportion of food and drink uses at 2015 (17%), drinking establishments (6%) and non-residential institutions (11%) when compared to the regional and national averages for a centre of its size. However, the respective proportions of drinking establishments (6%) and businesses (5%) have decreased by two and three percentage points since 2013.
- 4.38 Table 4.32 shows that the ratio between comparison and convenience goods units in Ponteland shows that the town centre has a particularly strong convenience sector. The proportion of A1 units in convenience goods use in 2015 (27%) is three percentage points higher than the north east small towns average and six percentage points higher than the national small towns average. However, the

proportion of comparison goods units has increased from 57% in 2013 to 73% in 2015 and the split is now more akin to the regional and national small towns averages.

Table 4.31: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹
A1: Shops	33% (22)	32%	53%	53%	51%
A2: Financial and Professional Services	21% (14)	25%	13%	14%	15%
A3: Food and Drink	17% (11)	11%	9%	8%	9%
A4: Drinking Establishments	6% (4)	8%	5%	4%	4%
A5: Hot Food Takeaways	5% (3)	3%	4%	5%	4%
B1: Business	2% (1)	5%	3%	3%	4%
B2: General Industrial	0% (0)	0%	0%	0%	0%
B8: Storage and Distribution	0% (0)	0%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	0%
C2: Residential Institutions	2% (1)	2%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	11% (7)	11%	6%	6%	7%
D2: Assembly and Leisure	0% (0)	2%	1%	1%	1%
SG: Sui Generis	5% (3)	2%	5%	5%	4%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Ponteland is classed as a Typology 1 town.

Table 4.32: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹
Comparison	73%	57%	76%	79%	72%
Convenience	27%	43%	24%	21%	28%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.39 Ponteland's vacancy rate has increased sharply from 7% in 2013 to 11% at 2015. The vacancy rate is now two percentage points higher than the north east small towns average and three percentage points higher than the national small towns average.

Table 4.33: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 1
Vacant Units	11%	7%	9%	8%	7%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Prudhoe

- 4.40 Of the stock of commercial property in Prudhoe town centre, 45% is occupied by A1 uses in 2015, which is the same level as it was in 2013. This is eight percentage points below the north east small towns and national small towns averages for A1 units, which are both 53%. Prudhoe also has a lower proportion of A2 units (9%) and B1 uses (0%) than the respective north east small town and national small town averages. However, the town centre has a higher than average proportion of A5 (8%) and D1 (13%) uses. Interestingly, the town centre also comprises 2% general industrial uses and 1% storage and distribution uses, which would not normally be expected within a town centre.

Table 4.34: Total Number of Commercial Units

Use	% and no. of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology ¹ 6
A1: Shops	45% (44)	45%	53%	53%	54%
A2: Financial and Professional Services	9% (9)	10%	13%	14%	13%
A3: Food and Drink	6% (6)	5%	9%	8%	9%
A4: Drinking Establishments	5% (5)	5%	5%	4%	4%
A5: Hot Food Takeaways	8% (8)	9%	4%	5%	3%
B1: Business	0% (0)	2%	3%	3%	3%
B2: General Industrial	2% (2)	1%	0%	0%	1%
B8: Storage and Distribution	1% (1)	1%	0%	0%	0%
C1: Hotels	0% (0)	0%	1%	1%	1%
C2: Residential Institutions	1% (1)	1%	0%	0%	0%
C2A: Secure Residential Institution	0% (0)	0%	0%	0%	0%
D1: Non-Residential Institutions	13% (12)	12%	6%	6%	6%
D2: Assembly and Leisure	1% (1)	1%	1%	1%	1%
SG: Sui Generis	8% (8)	7%	5%	5%	5%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

Number of units dedicated to each use at 2015 provided in brackets in second column

¹ Typology refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Prudhoe is classed as a Typology 6 town.

- 4.41 Prudhoe's split between comparison and convenience goods A1 retail units has remained fairly constant since 2013 with only a one percentage point loss for the comparison sector and a one percentage point gain to the convenience sector. At 30%, the proportion of convenience foods units in 2015 is six percentage points above the north east small towns average and nine percentage points above the national small towns average. However, the proportion of comparison goods units is the same percentage point difference below the respective north east regional and national averages.

Table 4.35: Retail by Comparison/Convenience

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Comparison	70%	71%	76%	79%	77%
Convenience	30%	29%	24%	21%	23%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

- 4.42 Prudhoe has a low vacancy rate of 2% at 2015, which is the same figure recorded at 2013. This compares very favourably to the north east small towns average of 9% and the national small towns average of 8%.

Table 4.36: Number of Vacant Units

Use	% of Units (2015)	% of Units (2013)	North East Small Towns	National Small Towns	Typology 6
Vacant Units	2%	2%	9%	8%	9%

Source: WYG survey conducted in September 2015. Percentage of units (2013) and the averages for North East Small Towns, National Small Towns and Typology taken from Action for Market Towns (2013)

5.0 Northumberland Household Survey Results

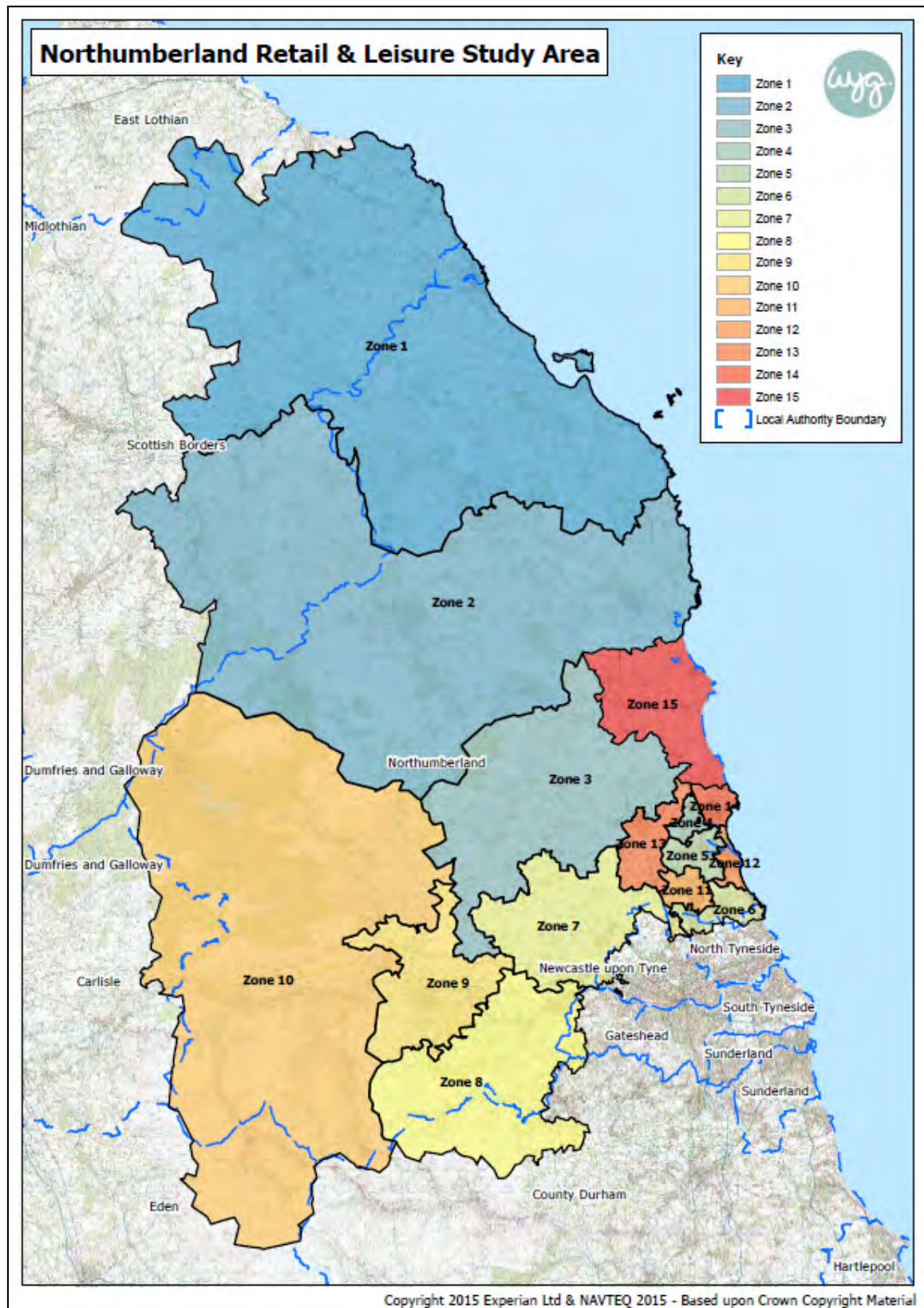
Introduction

- 5.01 A key requirement of this Study is the detailed understanding of shopping patterns in terms of the use of retail centres and the identification of the centres' catchment areas. WYG commissioned specialist market researchers NEMS to undertake a comprehensive household telephone survey to identify consumers' habits and preferences in the Study Area.
- 5.02 The undertaking of original market research enables in-depth analysis of existing shopping patterns at a local level and allows the evaluation of existing flows of expenditure to particular town centres and other key destinations in the County. The use of specifically commissioned and tailored survey research on shopping patterns is fundamental to identifying the likely capacity for future retail floorspace across Northumberland. Notwithstanding this, WYG acknowledges that there can be limitations to survey research, particularly with regard to the sample size which can be achieved, and the results should therefore be taken to be a broad indication of consumer preferences. However, WYG's methodology seeks to minimise such limitations. The use of the household survey findings in assessing the need for new retail floorspace across Northumberland is covered in more detail in Sections 6 and 7.
- 5.03 It is also useful to compare the latest shopping patterns with the findings of 2009 household survey to assess whether there have been any structural changes to local shopping patterns that may reflect new developments that have occurred during the intervening period. This analysis will also allow a more in depth analysis to be explored that identifies any significant changes over a six year period, and if so, to explore potential reasons why such changes may have occurred.
- 5.04 The general methodological approach to the surveys and the key results are set out below.

Household Survey

- 5.05 In July 2015, a survey of 1,511 households was undertaken across the defined Study Area which encompasses the Northumberland administrative area as well as neighbouring areas – including parts of the Scottish Borders, Carlisle, Eden and County Durham administrative areas – that look to facilities within Northumberland to meet their retail and leisure needs. A map of the Study Area and Study zones is provided at Figure 5.1 and at greater scale at Appendix 2.

Figure 5.1 – Study Area and Zones



- 5.06 The Study Area comprises 15 separate zones based on post code sector boundaries. The Study Area and zones are consistent with those defined for the previous household survey undertaken in August 2009, ensuring that a comparable analysis can be undertaken.
- 5.07 Table 5.1 below sets out the postcode sectors which comprise each zone and a map of the catchment is provided at Appendix 2. The household survey questionnaire and full tabulation of results from the household survey are provided at Appendix 3.

Table 5.1: Postcodes by Survey Zone

Zone		Postcode Sectors
1	Berwick-upon-Tweed	NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2	Alnwick	NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3	Scots Gap	NE19 2, NE61 3, NE61 4 and NE65 8
4	Ashington West	NE62 5 and NE63 8
5	Bedlington	NE22 5/6/7 and NE24 4
6	Seaton Delaval	NE23 7, NE25 0 and NE26 4
7	Ponteland	NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8	Prudhoe	DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9	Hexham	NE45 5, NE46 1/2/3 and 4
10	Haltwhistle	CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11	Cramlington	NE23 1/2/3/6/8
12	Blyth	NE24 1/2/3/5
13	Morpeth	NE61 1/2/6
14	Ashington East	NE63 0/9 and NE64 6
15	Amble	NE61 5, NE65 0/9

- 5.08 The results of the household survey are utilised to calculate the expenditure claimed by each existing retail facility within the Study Area, a process which is considered in Sections 6 and 7 of this report. The household survey is also of assistance in identifying the market share claimed by specific retail destinations, the frequency of visit to purchase various types of goods, the incidence of linked trips, the most popular means of accessing town centre facilities, the use of other town centre facilities, and so on.

- 5.09 For convenience goods, respondents have been questioned in respect of where they last visited to undertake 'main' food shopping (which may take the form of a large 'trolley' shop and be undertaken on an weekly basis) and 'top up' food shopping (which will generally be undertaken on a more frequent basis and will involve the purchase of grocery staples, such as milk and bread, and occasional items). For comparison goods, respondents have been questioned in respect of where they last visited to purchase nine separate types of comparison goods (responses can be individual stores, which can include foodstores, many of which contain a substantial non-food offer, or retail parks or town centres as a whole).
- 5.10 The market share analysis utilises the same NEMS household survey data that is relied on to assess quantitative need and the commentary relates to physical retail destinations only (in other words, expenditure which is committed through the internet and other special forms of trading does not form part of the market share analysis that follows). However, it is possible to identify from 'unfiltered' household survey data³⁵ those respondents who indicated that their last convenience and comparison goods purchases were undertaken via the internet.
- 5.11 Table 5.2 below sets out the survey results, which suggest that there is considerable variation in terms of the types of goods which are purchases online. As expected, a greater proportion of main food shopping is undertaken online, when compared to top up shopping. This is reflective of the fact that online food shopping is more practical and convenient when a larger number of items are purchased, and more cost efficient compared to top up shopping due to delivery costs.
- 5.12 There are three types of comparison goods where, across the Study Area as a whole, around one in five purchases or more are made online. These categories are: books, CDs and DVDs (for which 42.0% of respondents indicated they made their last purchase online); electrical goods (22.3%); toys, games, bicycles and recreation goods (19.4%). In a further two categories, around one in ten purchases are made online; clothing and footwear (10.9%) and small household goods (10.3%). However, it should be noted that there is a reasonably significant degree of variation between zones in terms of the proportion of purchases committed online. Accordingly, in assessing the future quantitative need for additional retail floorspace, a deduction for special forms of trading is made based on the national average figures for convenience and comparison goods identified by Experian in its Retail Planner Briefing Note 12.1, which was published in October 2014. Importantly, the Experian allowance also takes into consideration the proportion of online sales which are actually sourced from stores' shelves – expenditure which may be able to support additional floorspace in the future. Full

³⁵ This being the household survey results which have not had special forms of trading responses 'stripped out' from the dataset.

consideration of special forms of trading in assessing quantitative retail needs is provided at Section 6 of this report.

Table 5.2: Proportion of Purchases Made Online by Zone (%)

Goods Type	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %	13 %	14 %	15 %	Total %
Convenience Goods																
Main Food Shopping	3.8	8.1	10.5	0.7	2.6	4.0	0.9	3.5	2.7	5.4	1.4	1.6	2.0	0.8	5.6	3.4
Top-Up Food Shopping	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.1	0.0	0.0	0.0	0.0	0.0	0.8
Comparison Goods																
Clothing and footwear	21.5	16.9	12.8	3.6	11.6	6.4	5.5	7.2	8.0	16.9	7.0	12.5	8.4	3.9	8.8	10.9
Books, CDs and DVDs	55.6	42.8	45.9	50.6	45.4	34.9	40.7	45.2	29.7	42.9	50.3	27.3	41.4	28.5	38.7	42.0
Small household goods	22.0	8.4	11.2	6.6	7.4	5.3	6.7	11.6	8.5	11.0	6.3	8.0	1.6	11.4	15.7	10.3
Toys, games, bicycles and recreation goods	25.4	23.4	22.5	21.8	20.6	17.2	12.3	19.9	18.8	21.7	20.3	18.1	16.4	11.8	16.9	19.4
Chemist goods	1.9	5.4	3.4	0.7	0.0	3.7	1.7	2.8	3.5	9.1	0.0	3.4	2.6	4.2	1.9	2.9
Electrical goods	25.3	35.2	18.2	31.1	20.8	18.2	14.5	29.8	15.4	26.9	15.9	9.6	24.1	25.8	18.3	22.3
DIY	7.9	7.9	2.1	6.2	1.4	0.0	1.0	2.6	3.4	10.7	4.1	4.6	4.4	2.6	7.2	4.7
Furniture	3.8	9.5	3.4	14.6	4.0	3.5	2.6	2.4	3.4	9.3	7.5	7.2	5.0	9.3	5.7	6.0
Gardening	2.5	1.5	1.6	10.7	2.0	2.7	2.1	7.5	2.0	9.1	2.0	6.4	9.2	5.1	2.1	4.2

Source: 'Unfiltered' Northumberland household survey data 2015

- 5.13 It should be noted that the commentary which follows in this section on main food and top up shopping, and each of the nine categories of comparison goods is based on the analysis of shopping trips undertaken. The consideration of market share of trips (rather than market share of expenditure) is of particular interest as it accurately allows changes in customers' shopping habits to be monitored over time. Due to the same approach being adopted in defining the zones for this Study and those utilised previously for the 2009 household survey an assessment of changes in shopper behaviour between 2009 and 2015 on a zone by zone basis has been possible. However, consideration is also given to the market share of expenditure in considering overall shopping patterns for comparison goods (across all nine of the comparison goods categories).

Changes to the Retail Provision in Northumberland

Convenience Retail Provision

- 5.14 Since 2009, there have been improvements to the provision of convenience shopping facilities in the Northumberland³⁶, notably in respect of:
- Zone 1 (Berwick-upon-Tweed) – extension to the out-of-centre Morrisons supermarket in Berwick-upon-Tweed in 2013, providing an additional 1,350 sq.m net floorspace;
 - Zone 1 (Berwick-upon-Tweed) – an out-of-centre Tesco superstore opened at Ord Road in Berwick-upon-Tweed in 2010 (2,323 sq.m net);
 - Zone 1 (Berwick-upon-Tweed) – a new 929 sq.m net Co-operative store opened in Wooler;
 - Zone 2 (Alnwick) – a Lidl store opened at South Road in Alnwick (1,035 sq.m net) in 2010;
 - Zone 5 (Bedlington) – extension to the out-of-centre Asda superstore on Cowpen Road on the outskirts of Blyth, providing an additional 929 sq.m net of floorspace;
 - Zone 6 (Seaton Delaval) – a new 425 sq.m net Seaton Valley Co-operative store opened near the Wheatridge Park estate in Seaton Delaval in 2014;
 - Zone 6 (Seaton Delaval) – a Co-operative store opened at Millway Garage on Beresford Road in Seaton Sluice in 2014;
 - Zone 11 (Cramlington) – an M&S Simply Food store opened at Manor Walks Shopping Centre in Cramlington town centre (715 sq.m net);
 - Zone 12 (Blyth) – extension of Morrisons on Regent Street in Blyth town centre in 2013, providing an additional 1,229 sq.m net floorspace;
 - Zone 13 (Morpeth) – replacement of Morrisons 2,648 sq.m gross (approximately 1,854 sq.m net) supermarket on Stanley Terrace in Morpeth town centre with a new larger 4,847 sq.m gross (2,912 sq.m net) town centre store on Dark Lane in 2013; and
 - Zone 14 (Ashington) – the Asda store on Lintonville Terrace in Ashington was replaced with a new larger store over the road in October 2009, doubling its floorspace in the town to approximately 5,300 sq.m net.

³⁶ The changes set out in paragraphs 5.14 to 5.21 are not intended to be a comprehensive list of all changes to the retail market since the 2009 study, but instead identify the major developments and closures to impact each study zone.

- 5.15 It should also be noted that, following the completion of the household survey in September 2015, an Aldi store opened at South Road in Zone 2 (Alnwick).
- 5.16 Other key changes to Northumberland's convenience shopping provision that have occurred since 2009 include:
- Zone 1 (Berwick-upon-Tweed) – replacement of a Co-operative foodstore at Main Street in Tweedmouth by an Asda store;
 - Zone 5 (Bedlington) – replacement of a Netto store at Choppington Road in Bedlington by a Morrisons foodstore; and
 - Zone 12 (Blyth) – replacement of a Netto store on Cowpen Road in Blyth by an Asda supermarket.
- 5.17 In addition there have been a number of closures in Northumberland including:
- Zone 1 (Berwick-upon-Tweed) – closure of the Somerfield/Co-operative store on Castlegate in Berwick town centre;
 - Zone 5 (Bedlington) – closure of the Tesco store at Market Place in Bedlington; and
 - Zone 11 (Cramlington) – closure of a Somerfield store at the Brockwell Centre on Northumberland Road in Cramlington. This store was initially replaced by a Morrisons store, but the Morrisons store also closed in early 2015. The former Morrisons unit was reoccupied by a Home Bargains store in November 2015, after the completion of the household survey.
- 5.18 Tesco announced the cancellation of its planned 1,672 sq.m net store at Amble in early 2015 following a review of their UK business. The planned development of a Sainsbury's store adjacent to Prudhoe town centre was scrapped in 2012.
- 5.19 A number of new foodstores have also opened outside of Northumberland, notably a new Sainsbury's store opened in Kelso in 2013 (in Zone 1), and in 2014, a Morrisons store opened in Blaydon-on-Tyne (Gateshead) and a new Aldi store opened in Consett (County Durham). There have also been a number of new foodstores opened within Newcastle, Gateshead and North Tyneside, including the opening of a M&S Food store on Great North Road at Gosforth and an Aldi store adjacent to Fawdon Metro station in Newcastle.

Comparison Retail Provision

- 5.20 Since 2009, there have been improvements to the provision of comparison shopping facilities in Northumberland. In addition to the new comparison retail floorspace associated with the additional convenience goods floorspace summarised above, the most notable improvements in comparison retail provision comprise:
- Zone 1 (Berwick-upon-Tweed) – refurbishment of Tweedbank Retail Park in Berwick-upon-Tweed and opening of a Next store within the retail park in 2012;
 - Zone 9 (Hexham) – the development of the out-of-centre Tyne Valley Retail Park at the former goods yard adjacent to Hexham's railway station, which opened in April 2014. The new retail park encompasses a 1,858 sq.m gross Homebase store, a newly opened 698 sq.m gross Poundstretcher, a 650 sq.m Pets at Home and a 306 sq.m Majestic Wine;
 - Zone 11 (Cramlington) – erection of four new retail units at Westmorland Retail Park in Cramlington town centre, which are now occupied by Dunelm Mill, Currys, PC World and Maplin; and
 - Zone 13 (Morpeth) – the major redevelopment of Sanderson Arcade, a shopping centre in the heart of Morpeth, which opened in November 2009. The redevelopment included a larger 2,973 sq.m replacement Marks and Spencer store, which provided an enlarged food hall and other departments. The redevelopment also attracted a host of other retailers to open in Morpeth for the first time, including the Body Shop, Lakeland, New Look, Waterstones, Laura Ashley, Fat Face and Crew Clothing.
- 5.21 Northumberland has also been affected by the difficulties facing a number of major retail chains in the aftermath of the 2007/2008 recession, which resulted in a great number of previously major high street retailers going into administration and the closure of a large number of stores nationwide. Most notably, closures in Northumberland include:
- Zone 4 (Ashington) – closure of the Focus DIY store at Newbiggin Road in Ashington (subsequently reopened as a B&Q, which has also now closed); and
 - Zone 11 (Cramlington) – closure of the Focus DIY store at Manor Walk, Cramlington (since replaced with an extension to Westmorland Retail Park).
- 5.22 Other formerly major retailers that closed stores in Northumberland since 2009 include: Blockbuster, which previously had stores in Morpeth and Cramlington; Kwik Save, which notably had a store in

Berwick town centre; and Phones 4u, which had a number of stores in Northumberland including those at Ashington, Berwick-upon-Tweed and Cramlington.

Convenience Goods Shopping Patterns

Main Food Market Shares

- 5.23 Table 5.3 below sets out the proportion of main food shopping trips, undertaken by residents of each Study zone and the Study Area as a whole, which are directed to key retail facilities located within Northumberland. Table 5.3 shows that convenience stores located within Northumberland claim a combined market share of 77.1% of all main food shopping trips which originate within the Study Area, representing a 3.1 percentage point increase since 2009 when facilities in Northumberland achieved a collective market share of 74.0%.

Table 5.3: Northumberland's Main Food Shopping Market Share Analysis by Zone (%)

Zone	Market Share (%)		
	2009	2015	Difference 2009 to 2015
1 Berwick-upon-Tweed	69.7	76.8	7.1
2 Alnwick	67.0	71.7	4.7
3 Scots Gap	86.6	89.2	2.6
4 Ashington West	93.9	97.1	3.2
5 Bedlington	92.7	91.1	-1.6
6 Seaton Delaval	38.7	57.9	19.2
7 Ponteland	15.5	26.6	11.1
8 Prudhoe	41.1	28.3	-12.8
9 Hexham	89.9	94.1	4.2
10 Haltwhistle	76.6	75.8	-0.8
11 Cramlington	91.0	95.3	4.3
12 Blyth	95.0	94.2	-0.8
13 Morpeth	87.8	95.7	7.9
14 Ashington East	94.9	96.7	1.8
15 Amble	94.8	96.8	2
Total Northumberland	74.0	77.1	3.1

Source: 2009 market shares sourced from Table 3 at Appendix 1, 2013 Study. 2015 market shares sourced from Table 3 at Appendix 4.

- 5.24 The increase in Northumberland's main food shopping market share can primarily be attributed to the number of improvements to the provision of convenience shopping facilities in Northumberland since 2009 (as set out earlier in this section), which have help to increase main food market share of

Northumberland and reduce the need for Northumberland residents to travel to facilities outside of Northumberland. In addition, the 2015 survey indicates that since taking over the former Somerfield store, the Waitrose in Ponteland (Zone 7) has significantly improved its market share since 2009 and, consequently, the main food market share of Zone 7. This store had only recently opened at the time of the 2009 survey and its impact on shopping patterns was not therefore fully established. The increasing popularity of Aldi nationwide and the expanding role of its stores as a main food shopping destination, rather than primarily a top up food destination, has also increased Northumberland's market share of main food shopping trips, most notably in Cramlington.

- 5.25 The highest market share of main food shopping trips within Northumberland is achieved in Zones 3 to 5, 9 and 11 to 15 (Scots Gap, Ashington West, Bedlington, Hexham, Cramlington, Blyth, Morpeth, Ashington East and Amble, respectively), which are all located within the core of Northumberland. Residents in these zones undertake between 89.2% and 97.1% of main food shopping trips within Northumberland, which represents an average increase of 4.6 percentage points across these zones compared to 2009. The main food market shares of Zones 1, 2 and 10 (Berwick-upon-Tweed, Alnwick and Haltwhistle) are also reasonably high at 76.8%, 71.7% and 75.8%, respectively. The market shares of Zones 1 and 2 have increased by 7.1% and 4.7% respectively since 2009, although the market share of Zone 10 has remained relatively constant at circa 76%.
- 5.26 Zones 6, 7 and 8 (Seaton Delaval, Ponteland and Prudhoe) attract the lowest market shares of main food shopping trips undertaken by Study Area residents within Northumberland, of 57.9%, 26.6% and 28.3%, respectively. These three zones are located at the southern boundary of Northumberland and residents are located in close proximity to competing facilities in North Tyneside, Newcastle-upon-Tyne, Gateshead and County Durham. Each of these zones also lacks a large format foodstore. Since 2009, Northumberland's main food market share within Zones 6 and 7 has increased significantly, which can primarily be attributed to the opening of a new Co-operative supermarket in Seaton Delaval and the establishment of the Waitrose in Ponteland which is discussed above.
- 5.27 In Zone 8, however, the market share of main food shopping trips in Northumberland has fallen by 12.8 percentage points, which is primarily attributable to the opening of a Morrisons store in nearby Blaydon-on-Tyne just outside of Northumberland and the opening of a new Aldi store in Consett, both of which occurred in 2014.



5.28 Table 5.4 below sets out the proportion of main food shopping trips undertaken by residents of the Study Area which are directed to principal foodstores³⁷ located within Northumberland, based upon the results of the household survey. It also shows those retail facilities outside Northumberland, which attract a substantial proportion of trips originating from within the Study Area. The performance of smaller foodstores in Northumberland is identified by Tables 4 and 5 at Appendix 4.

³⁷ For the purposes of this Study, the main foodstores in Northumberland are defined as those attracting a Study Area turnover of £5m or more.

Table 5.4: Main Food Shopping Market Share of Principal Foodstores in Northumberland

Foodstore	Market Share		Main Food Turnover 2015 £m
	2009 %	2015 %	
Northumberland			
Asda Supermarket, Main Street, Tweedmouth ¹	(0.5)	1.2	7.4
Aldi, North Road, Berwick-upon-Tweed	0.0	2.4	14.9
Tesco, Ord Road, Berwick-upon-Tweed	-	2.5	15.8
Morrisons, North Road, Berwick-upon-Tweed	6.2	3.4	21.2
Morrisons, Fenkle Street, Alnwick	3.4	2.7	17.3
Lidl, South Road, Alnwick	-	1.3	8.5
Sainsbury's, Willowburn Avenue, Alnwick	2.3	1.9	11.8
Morrisons, Choppington Road, Bedlington ²	(0.6)	1.1	6.0
Waitrose, Main Street, Ponteland	0.1	1.5	9.1
Co-operative, Oakfield Terrace, Prudhoe	1.6	0.8	4.2
M&S Foodhall, Maidens Walk, Hexham	0.2	0.2	1.3
Aldi, Haugh Lane Industrial Estate, Hexham	1.0	3.0	17.0
Tesco Extra, Alemouth Road, Hexham	6.6	3.8	21.6
Waitrose, Wentworth Park, Hexham	2.0	1.9	10.9
Asda, Manor Walks Shopping Centre, Cramlington	6.5	3.5	17.8
M&S Simply Food, Manor Walks, Cramlington	-	0.2	1.2
Sainsbury's, Manor Walks Shopping Centre, Cramlington	2.8	4.1	20.5
Aldi, Cumbrian Road, Cramlington	0.2	2.9	15.2
Morrisons, Regent Street, Blyth	3.1	4.3	22.5
Aldi, Cowpen Road, Blyth	0.1	2.3	12.1
Asda Supermarket, Cowpen Road, Blyth ³	(0.4)	1.4	7.4
Lidl, Albion Retail Centre, Cowpen Road, Blyth	0.1	0.4	2.0
Asda Superstore, Cowpen Road, Blyth	15.4	5.9	31.0
Lidl, Stanley Terrace, Morpeth	0.3	1.1	7.0
M&S Foodhall, Sanderson Arcade, Morpeth	-	0.5	2.9
Morrisons, Dark Lane, Morpeth ⁴	(4.9)	4.9	29.8
Asda, Lintonville Terrace, Ashington	9.6	9.7	49.2
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	0.2	1.0	5.1
Aldi, Morpeth Road, Ashington	0.4	2.3	11.8
Other Stores, Northumberland	10.5	4.7	27.0
Subtotal Northumberland	74.0	77.1	429.6
Outside Northumberland			
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	-	1.7	10.7
Sainsbury's, Newburn Road, Throckley	-	1.0	5.6
Asda, Gibside Way, Gateshead	3.1	1.5	8.4
Morrisons, Shibdon Road, Blaydon-on-Tyne	-	1.4	7.4
Asda, Newcastle Shopping Park, Newcastle Upon Tyne	-	1.3	7.2
Tesco Extra, Kingston Park Centre, Newcastle Upon Tyne	4.0	1.9	11.0
Morrisons, The Killingworth Centre, Newcastle Upon Tyne	3.7	1.9	10.0
Other stores, Outside Northumberland	15.2	12.4	72.0
Subtotal Outside Northumberland	26.0	22.9	132.2
Study Area Total	100.0	100.0	561.8

Source: 2009 market shares sourced from Table 3 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 3 and 4 at Appendix 4. ¹ Trading as Co-operative in 2009, ² Trading as Netto in 2009, ³ Trading as Netto in 2009, ⁴ Replacement for a smaller Morrisons store on Stanley Terrace in Morpeth in 2009.

Notes: Principal foodstores in Northumberland defined as those with a net floorspace of 600 sq.m or more. Numbers in brackets relate to these stores trading under a different fascia in 2009 or prior to an extension. In 2013 Prices.

- 5.29 Table 5.4 indicates that the individual foodstores with the largest main food market share in Northumberland are the Asda store in Ashington (which achieves a market share of 9.7% within the Study Area and a main food turnover of £49.2m), the Asda superstore at Cowpen Road in Blyth (5.9% and £31.0m), the Morrisons in Morpeth (4.9% and £29.8m), Sainsbury's in Cramlington (4.1% and £20.5m), Morrisons in Blyth (4.3% and £22.5m), Tesco Extra in Hexham (3.8% and £21.6m) and Morrisons in Berwick-upon-Tweed (3.4% and £21.2m). The market share obtained by the Asda in Ashington has remained stable since 2009, whereas the market share secured by the Morrisons in Blyth – which was extended in 2013 – and the Sainsbury's in Cramlington have both increased slightly, by 1.2 and 1.3 percentage points, respectively.
- 5.30 The market share of the Asda superstore in Blyth (Zone 5) has declined by 9.5 percentage points since 2009, when it was the most popular store in Northumberland with a main food shopping market share of 15.4%. Since the 2009 household survey was undertaken, a new smaller Asda supermarket opened in Blyth within a former Netto unit. This store is around 2km to the east of the original Asda superstore and is likely to have contributed to the decline in the market share of the Asda store.
- 5.31 The market shares of the Tesco store in Hexham (Zone 9) and Asda in Cramlington (Zone 11) have declined by 2.8 and 2.9 percentage points since 2009, respectively. Residents in Zone 9 are increasingly choosing to go to the Aldi store in Hexham for their main food shopping rather than the Tesco store, with residents in neighbouring Zones 8 (Prudhoe) and 10 (Haltwhistle) choosing alternative stores elsewhere, most notably the new Morrisons store in Blaydon-on-Tyne and the Sainsbury's in Haltwhistle. Residents in Zone 11 (Cramlington) along with neighbouring Zone 6 (Seaton Delaval) are increasingly choosing to undertake their main food shopping at the Aldi in Cramlington – which has experienced a 2.7 percentage point rise in its market share since 2009 – rather than the town's Asda store, with residents in Zone 6 also shifting their main food shopping to stores in Blyth. It is apparent that the Aldi stores in Berwick-upon-Tweed and Ashington have also substantially increased their main food shopping market shares since 2009 (by 2.4 and 1.8 percentage points, respectively).
- 5.32 The market share of the Morrisons store in Berwick-upon-Tweed store has fallen by 2.8 percentage points since 2009, which, at least in part, can be attributed to the opening of a new Tesco store at Ord Road in Berwick-upon-Tweed in 2010. Whilst the Morrisons store was extended in 2013 – following which an increase in market share would normally be expected – any associated rise in the market share has not been sufficient to bring the store's main food market share back to the 2009

level. The redevelopment of the Asda store at Ashington appears to have minimal impact on the store's market share of convenience expenditure, with only a 0.1% increase being recorded.

- 5.33 Table 5.5 shows the main food market share attracted by facilities in Northumberland's defined main and smaller commercial centres (including edge-of-centre facilities) and in out-of-centre locations.

Table 5.5: Main Food Shopping Market Shares by Centre

Centre	In/Edge- or Out-of-Centre	Market Share (%)			Main Food Turnover (£m)
		2009	2015	Change 2009 to 2015	
Alnwick	In/edge-of-centre	3.6	2.7	-0.9	17.7
	Out-of-centre	2.3	3.2	0.9	20.2
	Total	5.9	5.9	0.0	37.9
Ashington	In/edge-of-centre	10.3	10.4	0.1	52.3
	Out-of-centre	0.6	3.3	2.7	17.1
	Total	10.9	13.7	2.8	69.4
Berwick-upon-Tweed	In/edge-of-centre	0.4	0.0	-0.4	0.0
	Out-of-centre	6.8	9.6	2.8	60.1
	Total	7.2	9.6	2.4	60.1
Blyth	In/edge-of-centre	3.1	4.7	1.6	24.4
	Out-of-centre	16.3	10.0	-6.3	52.5
	Total	19.4	14.7	-4.7	76.8
Cramlington	In/edge-of-centre	9.4	7.9	-1.4	39.7
	Out-of-centre	0.2	3.0	2.8	15.8
	Total	9.6	11.0	1.4	55.5
Hexham	In/edge-of-centre	10.2	9.2	-1.0	52.9
	Out-of-centre	0.0	0.0	0.0	0.2
	Total	10.2	9.3	-0.9	53.1
Morpeth	In/edge-of-centre	5.5	6.6	1.2	40.4
	Out-of-centre	0.0	0.0	0.0	0.0
	Total	5.5	6.6	1.2	40.4
Amble	In/edge-of-centre	0.3	0.1	-0.2	0.6
	Out-of-centre	0.1	0.0	-0.1	0.0
	Total	0.4	0.1	-0.3	0.6
Bedlington	In/edge-of-centre	1.6	1.1	-0.5	6.0
	Out-of-centre	-	-	-	-
	Total	1.6	1.1	-0.5	6.0
Haltwhistle	In/edge-of-centre	0.4	0.9	0.5	5.1
	Out-of-centre	-	-	-	-
	Total	0.4	0.9	0.5	5.1
Ponteland	In/edge-of-centre	0.3	1.7	1.4	10.0
	Out-of-centre	0.0	0.1	0.1	0.4
	Total	0.3	1.7	1.4	10.3
Prudhoe	In/edge-of-centre	1.6	0.8	-0.9	4.2
	Out-of-centre	-	-	-	-
	Total	1.6	0.8	-0.9	4.2

Source: 2009 market shares sourced from Table 3 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 3 and 4 at Appendix 4. In 2013 Prices

- 5.34 It is evident that Ashington town centre attracts the greatest main food market share (of 10.4%) of the County's town centres. This is not unexpected given that Ashington is one of the county's principal town centres and the foodstore that achieves the greatest main food shopping market share in Northumberland – the Asda store on Lintonville Terrace – is located within the town centre. Facilities in Cramlington town centre – which include both Asda and Sainsbury's supermarkets at the Manor Walks Shopping Centre – attract the next largest main food market shares of all the defined commercial centres in Northumberland, followed by Morpeth town centre, which is home to the Morrisons store at Dark Lane, which is the second most popular main food shopping destination in Northumberland.
- 5.35 Out-of-centre facilities in Ashington (primarily the Aldi store on Morpeth Road) further attract a small market share of 3.3%, and out-of-centre facilities in Cramlington (primarily the Aldi store on Cumbrian Road) attract a market share of 3.0%. None of the out-of-centre convenience retail provision in Morpeth attracts a significant main food shopping market share.
- 5.36 However, in Blyth and Berwick-upon-Tweed, out-of-centre facilities attract a substantially greater main food shopping market share (10.0% and 9.6%, respectively) than that secured by town centre facilities (which achieve market shares of 4.7% and 0.0%). Blyth contains only one large main food shopping destination in the town centre (Morrisons at Regent Street), whereas four medium/large out-of-centre foodstores are located in Blyth (Aldi, an Asda Supermarket, an Asda Superstore and Lidl, all on Cowpen Road).
- 5.37 In Alnwick, town centre facilities (primarily the Morrisons store on Fenkle Street) attract a main food market share of 2.7%. This is only marginally less than the 3.2% market share attracted to out-of-centre facilities in the town (primarily Lidl at South Road and Sainsbury's at Willowburn Avenue). The recently completed Aldi store on South Road may further erode town centre spending, given that the completion of other out-of-centre foodstores from 2009 to 2015 resulted in a marked decline in the market share of the town centre.
- 5.38 Overall, both town centre and out-of-centre facilities in Blyth collectively attract the greatest main food market share (of 14.7%) of all of the defined main commercial centres in the County, followed by Ashington (13.7%), Cramlington (11.0%), Berwick-upon-Tweed (9.6%), Hexham (9.3%), Morpeth (6.6%) and Alnwick (5.9%). Amongst the defined smaller commercial centres, the most popular destination for convenience shopping is Ponteland, which attracts a market share of 1.7%, followed by Bedlington (1.1%), Haltwhistle (0.9%) and the Prudhoe (0.8%).

- 5.39 There has been a substantial improvement to the main food shopping market share attracted by Ashington (including both town centre and out-of-centre facilities) which has improved its market share by 2.8 percentage points since 2009, from 10.9% to 13.7%. This is primarily attributable to the increase in popularity of the town's Aldi and Lidl stores since 2009. Similarly, the main food shopping market share attracted by Berwick-upon-Tweed has improved significantly, from 7.2% in 2009 to 9.6% in 2015, which can largely be attributed to the delivery of the out-of-centre Tesco store at Ord Road in Berwick-upon-Tweed since the undertaking of the previous household survey. The collective market share of facilities in Cramlington, which has benefitted from the opening of a new M&S Simply Food on Westmoreland Way, has also increased slightly from 9.6% to 11.0%.
- 5.40 Conversely, the main food shopping market share of Blyth (including both town centre and out-of-centre facilities) has decreased by 4.7 percentage points since 2009, from 19.4% to 14.7%. This is primarily a result of a decrease in popularity of the out-of-centre Asda Superstore at Cowpen Road amongst residents both within the Blyth zone (Zone 12) as well as in neighbouring Zones 4 (Ashington West) and 5 (Bedlington) which encompass the semi-rural areas to the west and north-west of Blyth. Hexham has also seen a slight fall in its overall market share, from 10.2% to 9.3%.
- 5.41 A number of centres have experienced a shift in shopping patterns away from town centre facilities to out-of-centre destinations. The market share of in-centre facilities in Alnwick and Cramlington town centres have fallen by 0.9 and 1.4 percentage points since 2009, respectively, whereas the market share of out-of-centre facilities in these locations has increased over this period, by 0.9 and 2.8 percentage points, respectively. These changes are primarily attributable to the increasing popularity of the out-of-centre discount foodstores in both Cramlington and Alnwick. This shift is set to become more pronounced in Alnwick following the opening of a new out-of-centre Aldi store on South Road in September 2015.

Top-Up Food Market Shares

- 5.42 Table 5.6 below provides a breakdown of the market share of top up food shopping trips achieved by facilities within Northumberland for each of the Study zones and for the Study Area as a whole. The overall market share for top up food shopping trips undertaken by residents of the Study Area within Northumberland is 82.2%. This represents an increase of 4.3 percentage points since 2009, when the top up shopping market share was 77.9%. This figure is also higher than that achieved by main food shopping trips (77.1%).

Table 5.6: Northumberland's Top Up Food Shopping Market Share Analysis by Zone (%)

Zone	Market Share (%)		
	2009	2015	Difference 2009 to 2015
1 Berwick-upon-Tweed	64.7	54.9	-9.8
2 Alnwick	63.6	73.7	10.0
3 Scots Gap	83.1	97.4	14.3
4 Ashington West	89.2	94.4	5.2
5 Bedlington	94.0	93.6	-0.4
6 Seaton Delaval	53.6	75.9	22.2
7 Ponteland	37.0	46.3	9.3
8 Prudhoe	64.1	75.6	11.5
9 Hexham	100.0	96.3	-3.7
10 Haltwhistle	79.2	90.7	11.5
11 Cramlington	91.6	97.3	5.7
12 Blyth	94.4	95.0	0.6
13 Morpeth	95.9	97.6	1.7
14 Ashington East	95.8	100.0	4.2
15 Amble	91.4	98.8	7.5
Total Northumberland	77.9	82.2	4.3

Source: 2009 market shares sourced from Table 3 at Appendix 1 (2013 Study), 2015 market shares sourced from Table 3 at Appendix 4.

- 5.43 The 2015 household survey findings show that the highest market share of top up food shopping trips undertaken by Study Area residents within Northumberland is achieved in Zones 3 to 5 and Zones 9 to 15 (Scots Gap, Ashington West, Bedlington, Hexham, Haltwhistle, Cramlington, Blyth, Morpeth, Ashington East and Amble), which are all located within the core of Northumberland. Residents in these zones undertake over 90% of their top up food shopping trips within Northumberland, with Zones 3, 9 and 11 to 15 (Scots Gap, Hexham, Cramlington, Blyth, Morpeth, Ashington East and Amble) achieving market shares of over 95%. The top up food market shares of Zones 2, 6 and 8 (Alnwick, Seaton Delaval and Prudhoe) are also reasonably high, ranging from between 73.7% to 75.9%.
- 5.44 Zones 1 (Berwick-upon-Tweed) and 7 (Ponteland) achieve the lowest market shares of top up food shopping trips within Northumberland, these being 54.9% and 46.3%, respectively. Zone 1 straddles the administrative boundary of Northumberland and roughly half of the zone covering areas within the Scottish Borders. The low market share within Zone 7 is more surprising as Zone 7 encompasses areas mostly within Northumberland, although it does cover Throckley, which is located just outside of Northumberland within the administrative area of Newcastle-upon-Tyne. Nevertheless, this zone is located at the southern boundary of Northumberland and residents are located in close proximity to competing facilities within the urban area of Newcastle-upon-Tyne. Rates of out commuting from Zone

7 may also explain the low market share as residents combine top up shopping with journeys to and from work. It is also of note that there has been a significant increase in the area's market share since the 2009 survey, most likely because of the establishment of the Waitrose in Ponteland.

- 5.45 The top up market shares of twelve of the 15 Study zones have increased since 2009, most notably in Zones 2, 3, 6, 7, 8 and 10 (Alnwick, Scots Gap, Seaton Delaval, Ponteland, Prudhoe and Haltwhistle), which increased their market shares by between 9.3% and 22.2%. In part, these changes can be attributed to a number of store openings since 2009, which have improved local provision for residents of these zones, including the new Lidl store at South Road in Alnwick (Zone 2) and a new Co-operative at Millway Garage in Seaton Sluice (Zone 6).
- 5.46 Only Zone 1 (Berwick-upon-Tweed), where the market share has fallen from 64.7% to 54.9% since 2009, has experienced a significant decline in its market share of top up trips within Northumberland. It is notable that Berwick-upon-Tweed has maintained its top up market share within Zone 1 and the decrease arises primarily due to changes in the market shares of small convenience stores within Zone 1, many of which are located outside of Northumberland. This decline is not therefore considered to be a particular concern.
- 5.47 Table 5.7 shows the top up food market share attracted by facilities in Northumberland's defined commercial centres (including edge-of-centre facilities) and in out-of-centre locations.
- 5.48 Whilst the main food shopping market share attracted to Berwick-upon-Tweed increased between 2009 and 2015, its top up food shopping market share has decreased by 1.3 percentage points, from 5.9% in 2009 to 4.6% in 2015. This change is attributed in part to the closure of the Somerfield/Co-operative store on Castlegate in Berwick town centre, which previously acted as an important top up food shopping destination in the town. The top up food shopping function of Alnwick has also declined since 2009, with more residents in the Alnwick zone (Zone 2) now choosing to complete their top up shopping at small convenience stores elsewhere within Zone 2, such as the Co-operative in Rothbury. In Blyth, the top up food market share has increased by 1.2 percentage points, from 10.9% to 12.1%, as a result of an increase in top up shopping trips to the Morrisons store in Blyth town centre as well as the out-of-centre Aldi and Lidl stores.
- 5.49 Similar to main food shopping, there has been a significant improvement to the top up food shopping market share of facilities in Ponteland, from 2.3% to 3.4%, as trading patterns at the Waitrose store in the centre have become more established.

Table 5.7: Top Up Food Shopping Market Shares by Centre

Centre	In/Edge- or Out-of-Centre	Market Share (%)			Top Up Food Turnover (£m)
		2009	2015	Change 2009 to 2015	
Alnwick	In/edge-of-centre	2.8	2.2	-0.6	4.7
	Out-of-centre	2.6	2.0	-0.6	4.3
	Total	5.4	4.3	-1.1	9.0
Ashington	In/edge-of-centre	5.6	4.6	-0.9	8.4
	Out-of-centre	1.8	3.4	1.6	6.1
	Total	7.4	8.0	0.6	14.4
Berwick-upon-Tweed	In/edge-of-centre	1.7	0.5	-1.2	1.2
	Out-of-centre	4.2	4.1	-0.1	11.2
	Total	5.9	4.6	-1.3	12.5
Blyth	In/edge-of-centre	5.4	6.2	0.8	7.6
	Out-of-centre	5.5	5.9	0.4	8.0
	Total	10.9	12.1	1.2	15.6
Cramlington	In/edge-of-centre	9.2	7.7	-1.5	14.7
	Out-of-centre	1.5	2.6	1.1	4.7
	Total	10.7	10.3	-0.4	19.4
Hexham	In/edge-of-centre	5.3	6.1	0.8	15.0
	Out-of-centre	0.0	0.1	0.1	0.1
	Total	5.3	6.2	0.9	15.2
Morpeth	In/edge-of-centre	5.9	5.4	-0.5	10.5
	Out-of-centre	0.0	0.8	0.8	1.0
	Total	5.9	6.2	0.3	11.5
Amble	In/edge-of-centre	1.7	1.7	0.0	3.1
	Out-of-centre	0.2	0.4	0.2	0.8
	Total	1.9	2.1	0.2	3.9
Bedlington	In/edge-of-centre	3.8	3.0	-0.8	5.0
	Out-of-centre	-	-	-	-
	Total	3.8	3.0	-0.8	5.0
Haltwhistle	In/edge-of-centre	1.6	1.7	0.1	3.7
	Out-of-centre	-	-	-	-
	Total	1.6	1.7	0.1	3.7
Ponteland	In/edge-of-centre	2.3	2.8	0.6	5.6
	Out-of-centre	0.0	0.5	0.5	1.0
	Total	2.3	3.4	1.1	6.7
Prudhoe	In/edge-of-centre	2.9	2.7	-0.2	6.4
	Out-of-centre	-	-	-	-
	Total	2.9	2.7	-0.2	6.4

Source: 2009 market shares sourced from Table 3 at Appendix 1, 2013 Study 2015 market shares and turnover sourced from Tables 3 and 4 at Appendix 4. In 2013 prices.

Linked Trips

- 5.50 A review of a number of questions within the household survey enabled the link between specific foodstores and town centres to be analysed. Specifically, the household survey asked respondents if they also undertake other activities close by when they undertake their main food shopping trip



(referred to as 'linked' trips), and if so, what this activity is (such as non-food shopping, travelling to/from work or visiting services such as banks) and where they undertake their linked trip.

- 5.51 A total of 36% of respondents to the household survey link their main food shopping trip with another activity, with 8% linking their trip with non-food shopping, 6% linking their trip with other food shopping, 5% linking their trip with travelling to work and 4% linking their trip with visiting a café, pub or restaurant. However, the majority of respondents (63%) stated that they do not link their main food shopping trip with any other activity.
- 5.52 Around two thirds (66%) of those respondents who link their main food shopping trip travel by car to complete this linked trip, comprising 56% driving and 10% travelling as a passenger in a car. Some 30% walk and 2% (five people) travel by bus. The remaining 2% of respondents stated that they travel by taxi (two people), mobility scooter (one person), the Metro (one person) or responded don't know/varies (two people).
- 5.53 Of the 36% of respondents who link their main food shopping trip, 15% (38 people) stated that they undertook this linked trip in Cramlington town centre, 14% (36 people) linked their trip with a visit to Hexham town centre, 11% (37 people) linked their trip to a visit to Blyth town centre, 9% (22 people) to Morpeth town centre, 8% (20 people) to Ashington town centre, 5% (12 people) to Berwick-upon-Tweed town centre and 4% (11 people) linked their trip to a visit to Alnwick town centre. This indicates the benefit to other town centres businesses of having centrally located foodstores capable of supporting main food shopping. The majority of foodstores in Berwick are not within the town centre but the propensity to trip link could be attributed to the town's large rural catchment where journey time and cost will more likely support linked trips.
- 5.54 The results show that some stores have a greater propensity for encouraging linked trips, which is set out in Table 5.8 below. It should be noted that the proportion of trips linked with another activity as shown in Table 5.8 include all other activities, whereas the main locations of linked trips for shopping and service activities excludes trips linked to activities such as visiting friends and family and travelling to/from work. The Aldi stores at Haugh Lane Industrial Estate in Hexham and at North Road in Berwick-upon-Tweed facilitate the highest rates of linked trips – this being 62.6% for both stores – followed by the Waitrose at Wentworth Park in Hexham (57%) and the Morrisons at Fenkle Street in Alnwick (52%). Conversely, only 14% of respondents shopping at the Aldi store on Cowpen Road in Blyth link their shopping trip with another activity.

Table 5.8: Linked Trips associated with Main Food Shopping Trip (%)

Main Food Shopping Destination	In/edge-of-centre or out-of-centre	Trips Linked with Another Activity ¹	Trips Linked with Shopping & Service Activities ²	Main Locations of Linked Trips for Shopping and Service Activities ³
Morrisons, Fenkle Street, Alnwick (39 people)	In/edge	52%	12%	Alnwick town centre (100%, 5 people)
Lidl, South Road, Alnwick (19 people)	Out	43%	22%	Alnwick town centre (100%, 4 people)
Sainsbury's, Willowburn Avenue, Alnwick (27 people)	Out	38%	8%	Alnwick town centre (100%, 2 people)
Asda, Lintonville Terrace, Ashington (142 people)	In/edge	19%	10%	Ashington town centre (97%, 13 people)
Aldi, Morpeth Road, Ashington (33 people)	Out	46%	13%	Ashington town centre (80%, 3 people)
Aldi, North Road, Berwick-upon-Tweed (35 people)	Out	63%	18%	Berwick-upon-Tweed town centre (60%, 4 people) Tesco, Ord Road, Berwick-upon-Tweed (40%, 2 people)
Morrisons, Loaning Meadows, Berwick-upon-Tweed (49 people)	Out	34%	7%	Berwick-upon-Tweed town centre (100%, 4 people)
Tesco, Ord Road, Berwick-upon-Tweed (37 people)	Out	21%	8%	Tweedmouth (54%, 1 person) Berwick-upon-Tweed town centre (46%, 1 person)
Morrisons, Regent Street, Blyth (63 people)	In/edge	28%	19%	Blyth town centre (95%, 11 people)
Aldi, Cowpen Road, Blyth (34 people)	Out	14%	14%	Blyth town centre (100%, 5 people)
Asda Superstore, Cowpen Road, Blyth (86 people)	Out	27%	11%	Blyth town centre (50%, 5 people) Seaton Delaval (43%, 4 people)
Asda Supermarket, Cowpen Road, Blyth (21 people)	Out	22%	8%	Blyth town centre (100%, 2 people)
Asda, Manor Walks Shopping Centre, Cramlington (52 people)	In/edge	38%	28%	Cramlington town centre (100%, 14 people)
Sainsbury's, Manor Walks Shopping Centre, Cramlington (60 people)	In/edge	27%	20%	Cramlington town centre (93%, 11 people)
Aldi, Cumbrian Road, Cramlington (43 people)	Out	33%	18%	Cramlington town centre (100%, 8 people)
Aldi, Haugh Lane Industrial Estate, Hexham (43 people)	In/edge	63%	37%	Hexham town centre (80%, 13 people) Tynedale Retail Park, Hexham (20%, 3 people)
Tesco Extra, Alemouth Road, Hexham (55 people)	In/edge	41%	23%	Hexham town centre (95%, 12 people)
Waitrose, Wentworth Park, Hexham (28 people)	In/edge	57%	33%	Hexham town centre (100%, 9 people)
Morrisons, Dark Lane, Morpeth (72 people)	In/edge	39%	21%	Morpeth town centre (100%, 15 people)

Source: Questions 11 and 12 of the Household Survey, Appendix 3. ¹ Includes trips linked with any other activity

² Includes trips linked to shopping and service activities only and excludes trips linked with leisure activities, travelling to/from work/school /college/university, getting petrol, visiting cafes/pub/restaurants, visiting family/friends and other activities such as visiting hairdressers/laundrettes or recycling.

³ Analysis of main locations for linked trips relates to shopping and service trips only.

5.55 When considering the locations where linked trips are undertaken, all or almost all of the linked shopping and service trips from the main foodstores (both in/edge-of-centre and out-of-centre) in



Alnwick, Ashington, Cramlington, Hexham and Morpeth are undertaken in the respective town centres. In Blyth, almost all of the linked trips associated with the Morrisons, Aldi and Asda supermarket stores in the town are undertaken in Blyth town centre, but the survey findings indicate that only 50% (5 people) and service trips linked with the Asda Superstore at Cowpen Road are undertaken in Blyth, with 43% (4 people) undertaking linked trips in Seaton Delaval. The main foodstores in Berwick-upon-Tweed are associated with the highest proportions of linked shopping and service trips to out-of-centre destinations. Whilst 100% of linked shopping and service trips associated with the Morrisons store in the town are undertaken in Berwick-upon-Tweed town centre, 40% of such trips linked to the town's Aldi store are undertaken at the out-of-centre Tesco at Ord Road and 54% of trips linked to the Tesco at Ord Road are undertaken in Tweedmouth.

- 5.56 Of the main food shopping trips at the three main foodstores in Alnwick, around 13% generate linked shopping and service trips to the town centre. Around 10% of the main food shopping trips to the main foodstores in Ashington generate linked shopping and service trips to the town centre, with approximately 7% of the main food shopping trips to the main foodstores in Berwick-upon-Tweed and 11% of the main food shopping trips to the main foodstores in Blyth generating linked shopping and service trips to the respective town centre. Of the main food shopping trips to the main foodstores in Cramlington, around 21% generate linked shopping and service trips to the town centre, with over a quarter (27%) of main food shopping trips at the main foodstores in Hexham and 21% of the main food shopping trips to the main foodstore in Morpeth generating linked shopping and service visits to the respective town centre.
- 5.57 The analysis of linked trips associated with the main foodstores in Northumberland shows that many of the main foodstores in Northumberland perform a key role in anchoring the centres in which they are located. The survey findings indicate that both in/edge and out-of-centre stores encourage linked trips with town centre destinations, reflecting the generally compact nature of Northumberland's main town centres. However, it is apparent that the location of the foodstores in relation to the town centre and out-of-centre retail parks is key in relation to the proclivity to link trips to town centre facilities. The survey results suggest that the main foodstores in Hexham, Cramlington and Morpeth have the greatest propensity for encouraging linked trips with their respective town centres and it is these three centres that contain the highest proportion of main in/edge-of-centre foodstores (and the lowest proportions of out-of-centre main foodstores).
- 5.58 Conversely, the main foodstores in Berwick-upon-Tweed, which are all out-of-centre, support the lowest proportion of linked trips to a town centre. On average, only around 7% of main food shopping trips at Berwick-upon-Tweed's main foodstores are linked with shopping and service trips to Berwick-

upon-Tweed town centre. The proportion of linked trips to the town centre is also lower in Ashington and Blyth, reflecting the level of out-of-centre provision in Blyth in particular. This illustrates the risk to town centres of the co-location of large foodstores and comparison retail parks on the edge of settlements.

Conclusions in Respect of Convenience Goods Shopping Patterns

- 5.59 In considering shopping patterns, it is relevant to note the proportion of the Study Area population which is resident within Northumberland, as assuming a relatively even and sustainable distribution of facilities across the Study Area and beyond, it might be expected that the market share claimed by Northumberland will be broadly commensurate with its population. In this regard, it is noted that the population of Northumberland at 2015, of approximately 319,800 persons, equates to 82.9% of the overall 2015 Study Area population of approximately 385,900 persons. Accordingly, it might be expected – given that shoppers typically seek to use food shopping facilities close to home – that Northumberland’s food retail facilities would gain a broadly similar market share of overall trips.
- 5.60 As set out above, facilities in Northumberland achieve a main food shopping market share of 77.1% and a top up shopping market share of 82.2% from the Study Area. Accordingly, Northumberland secures a comparable proportion of top up shopping trips, but slightly fewer main food shopping trips than might be expected. However, this is a consequence of there being a number of large food superstores located outside Northumberland, most notably within the administrative boundaries of Newcastle-upon-Tyne and North Tyneside, but in close enough proximity to cater for the needs of its residents and commuters alike. Such stores include the Tesco Extra at the Kingston Park Centre in Newcastle-upon-Tyne, the Morrisons at The Killingworth Centre in North Tyneside, the Morrisons at Front Street in Consett, Asda at the Metrocentre in Gateshead, Morrisons in Blaydon-on-Tyne.
- 5.61 Clearly, the drawing of local authority boundaries is largely immaterial to customers making decisions about where to shop. Accordingly, given the proximity of large food superstores to the Northumberland boundary (which are accessible to residents in Northumberland), the main food market share secured by Northumberland as a whole is not considered to be problematic.
- 5.62 Given the rural nature of many areas within Northumberland and the already high market shares achieved within those zones containing Northumberland’s defined main commercial centres, it is considered that there is limited scope to further improve the main food shopping trips market share within Northumberland. However, it is notable that some peripheral zones have relatively low market shares, with leakage of expenditure including destinations outside of the County.

- 5.63 Zone 7 (Ponteland) is the zone which achieves the lowest market share for main food shopping trips undertaken by residents of the Study Area within Northumberland (this being 26.6%). The town already contains a 965 sq.m net Waitrose store, which fulfils a main food shopping function, complemented by smaller Sainsbury's and Co-operative stores. Moreover, residents in Ponteland are also within easy travelling distance of facilities in Newcastle-upon-Tyne, most notably the Tesco Extra store at the Kingston Park Centre. However, this is not to say that convenience goods expenditure could not be 'clawed back' through improvements in the town's food retail offer, as shown by the 9.3% increase in main food shopping market share between 2009 and 2015 following the opening of the Waitrose store.
- 5.64 The Prudhoe zone (Zone 8) is the only zone where it is considered that there is significant potential to improve the market share of convenience goods shopping trips within Northumberland. Analysis of the household survey results identified that the market share of Zone 8 residents' main food shopping trips in Northumberland has fallen by 12.8 percentage points since 2009, as many residents are now choosing to shop in the new Morrisons store in nearby Blaydon-on-Tyne just outside of Northumberland and a new Aldi store in Consett.
- 5.65 Indeed, the main food shopping market share of Prudhoe (which is now just 0.8%) has declined by more than half since 2009 as shown in Table 5.5. There is only one supermarket in Prudhoe, a Co-operative store on Oakfield Terrace. Whilst this store provides some 1,190 sq.m net floorspace, which is sufficient to perform a main food shopping function, the lack of representation from any of the 'main four' foodstore operators or discount supermarket operators, coupled with opening of the Morrisons store in Blaydon-on-Tyne and the Aldi store in Consett could be driving residents in Prudhoe and its hinterland to increasingly look to facilities in neighbouring towns outside of Northumberland for their main food shopping needs.
- 5.66 The main food shopping market share identified for Amble of 0.1% (equating to a turnover of £0.6m) is also particularly low, reflecting lack of a main food shopping destination in the town. In contrast, Ponteland, Bedlington and Haltwhistle each attract between £5.1m and £10.3 of main food shopping expenditure from Study Area residents. Comparison between the current and 2009 household surveys suggests that Amble's convenience goods shopping role has diminished in the intervening period. The largest existing foodstores in Amble are the Co-operative store and Tesco Express stores on Queen Street. Both of these stores have a net floorspace of less than 450 sq.m, and perform a top up food shopping role rather than a main food function. It is therefore evident that residents in Amble are therefore increasingly travelling to main food shopping destinations located some distance away,



primarily in Ashington as well as in Alnwick and Morpeth. Therefore any increases in market share would likely result in reduced spending in adjoining zones within the County.

- 5.67 Accordingly, it is considered that there would be a qualitative benefit in providing additional convenience goods provision in both Amble and Prudhoe in order to serve the requirements of those that live or work in these towns and their rural hinterlands. It is envisaged that any such provision would need to take the form of an appropriately sized supermarket capable of supporting main food shopping and operated by one of the main or discount foodstore operators.
- 5.68 In Haltwhistle, the main food shopping market share is also relatively limited, although the household survey findings suggest that the town's Sainsbury's store is performing a main food shopping role. However, the Sainsbury's store in Haltwhistle offers just 451 sq.m net floorspace, with the scale of the town's only other supermarket, Co-operative on Main Street, also limited at 534 sq.m net. It is therefore considered that the functioning of the Sainsbury's store as a main rather than top up food shopping destination is most likely attributable to the rural nature of the area and lack of any larger foodstores within a reasonable travelling distance.
- 5.69 Accordingly, it is considered that there may also be a qualitative benefit in providing additional main food shopping provision in Haltwhistle in order to serve the needs of residents in the town and its extensive rural hinterland. Again, any such provision would need to be a supermarket capable of supporting main food shopping.
- 5.70 It is also considered that – subject to the availability of sufficient expenditure capacity and appropriate locations to accommodate additional development – there may be potential for new facilities in Ashington or Morpeth. Both of these centres contain only one of large foodstore operated by one of the main four supermarket operators (Tesco, Asda, Sainsbury's and Morrisons) and it is considered that the presence of a second main foodstore in these towns would improve local consumer choice and the retention of local main food shopping trips.
- 5.71 Any future additional provision in edge or out-of-centre locations would have to demonstrate compliance with the key sequential and impact policy tests.

Comparison Goods Shopping Patterns

- 5.72 The household survey also assessed shopping patterns for a variety of non-food or comparison goods. Such goods include non-bulky goods (clothing and footwear, small household goods, books, CDs and

DVDs, recreational and toy goods and chemist goods) and bulky goods (electrical goods, furniture goods and DIY goods).

- 5.73 Facilities within Northumberland attract a market share of 45.8% of all Study Area residents' expenditure on comparison goods. The market share achieved for all comparison goods categories has increased by 2.9 percentage points since 2009, from 42.9% to 45.8% as set out in Table 5.9. This suggests that there has been an improvement in the attractiveness of comparison retail facilities across Northumberland in the intervening period.

Table 5.9: Comparison Goods Market Shares Analysis by Zone (%)

Zone	Market Share (%)		
	2009	2015	Difference 2009 to 2015
1 Berwick-upon-Tweed	53.7	52.2	-1.5
2 Alnwick	40.5	47.1	6.6
3 Scots Gap	44.4	58.9	14.5
4 Ashington West	49.5	54.5	4.9
5 Bedlington	44.1	47.1	3.0
6 Seaton Delaval	26.8	28.0	1.2
7 Ponteland	10.5	10.9	0.5
8 Prudhoe	22.8	23.1	0.3
9 Hexham	57.9	64.1	6.2
10 Haltwhistle	48.3	50.2	2.0
11 Cramlington	42.7	50.3	7.6
12 Blyth	57.0	55.6	-1.4
13 Morpeth	46.7	55.9	9.2
14 Ashington East	60.1	64.4	4.4
15 Amble	50.0	51.0	1.1
Total Northumberland	42.9	45.8	2.9

Source: 2009 market shares derived from Table 27 at Appendix 1, 2013 Study. 2015 market shares sourced from Table 29 at Appendix 5.

- 5.74 Zones 9 and 14 which cover Hexham and Ashington, respectively, achieve the highest comparison goods market shares of greater than 60%. The lowest comparison goods market shares are achieved by Zones 6 (Seaton Delaval), 7 (Ponteland) and 8 (Prudhoe), these being 28.0%, 10.9% and 23.1%, respectively. Again, this is to be expected given these zones do not contain a main town centre and are located at the periphery of the Study Area in close proximity to Newcastle City Centre, the Metrocentre and a range of other facilities within the administrative areas of Newcastle-upon-Tyne, North Tyneside and Gateshead. Therefore, it is evident that residents in these zones are being attracted to comparison goods facilities outside Northumberland.

- 5.75 The zone which has seen the greatest improvement to its comparison goods market share is Zone 3 (Scots Gap) followed by Zone 13 (Morpeth), where the market shares have increased by 14.5 percentage points and 9.2 percentage points, respectively. More residents in these zones are now choosing to shop at destinations in Northumberland – primarily Morpeth – rather than travel to the Metrocentre and Newcastle City Centre than in 2009. This can largely be attributed to the development of Sanderson's Arcade in Morpeth town centre and the beneficial impact this has had on the wider shopping offer in the town.
- 5.76 The market shares for Zones 11 (Cramlington), 2 (Alnwick) and 9 (Hexham) have also increased significantly. Residents in these zones are similarly choosing to shop at destinations in Northumberland instead of travelling to facilities in Newcastle-upon-Tyne, Gateshead and North Tyneside. In particular, residents in Zone 11 (Cramlington) are increasingly shopping in Cramlington (where the market share of facilities in Cramlington for Zone 11 increased from 37.4% to 42.4%); more residents in Zone 2 (Alnwick) are choosing to undertake their non-food shopping in Alnwick (market share increased from 26.0% to 32.4%); and in Zone 9 (Hexham), more residents are choosing to shop in Hexham (market share increased from 56.7% to 63.1%).
- 5.77 Table 5.10 shows the comparison goods market share achieved by designated centres and the main out-of-centre facilities in Northumberland, and the principal comparison retail destinations outside of the Northumberland. Within Northumberland, facilities in Hexham and Cramlington achieve the highest comparison goods market shares of 7.4% and 7.1%, respectively. The market share achieved by both Hexham and Cramlington has increased slightly since 2009, by 0.6 and 0.7 percentage points, respectively. For the latter the completion of the extension to the Westmorland Retail Park during this period will have likely added to the increased town centre market share of the town centre. Alnwick and Morpeth achieve the lowest market shares amongst Northumberland's principal centres, of 4.2% and 4.6%, respectively. Nevertheless, both of these towns (including out-of-centre destinations in the towns) have increased their market share by 1.0 and 1.7 percentage points, respectively.
- 5.78 Blyth is the only one of Northumberland's principal centres to have experienced a decline in its market share since 2009, of 2.2 percentage points. The survey findings indicate that more residents in the Zone 12 (Blyth) are now choosing to travel to Cramlington town centre rather than shop in Blyth town centre (Cramlington town centre has increased its market share within Zone 12 from 4.9% in 2009 to 9.7% at 2015). A greater proportion of residents from Zone 4 (Ashington West) are also now choosing to shop in Cramlington and Morpeth rather than Blyth than at 2009.

Table 5.10: Principal Comparison Goods Shopping Destinations Market Share

		Market Share			Turnover
		2009	2015	Change 2009-2015 Percentage Points	
		%	%		£m
NORTHUMBERLAND					
Alnwick	In/edge-of-centre		3.4		42.1
	Out-of-centre		0.8		9.3
	Total	3.2	4.2	1.0	51.4
Ashington	In/edge-of-centre		5.6		69.1
	Out-of-centre		0.6		7.9
	Total	6.1	6.2	0.1	77.0
Berwick-upon-Tweed	In/edge-of-centre		4.2		51.3
	Out-of-centre		2.2		27.4
	Total	6.2	6.4	0.2	78.7
Blyth	In/edge-of-centre		4.3		53.6
	Out-of-centre		0.9		10.8
	Total	7.4	5.2	-2.2	64.4
Cramlington	In/edge-of-centre		7.1		87.2
	Out-of-centre		0.1		0.7
	Total	6.5	7.1	0.7	87.9
Hexham	In/edge-of-centre		6.3		77.5
	Out-of-centre		1.1		13.7
	Total	6.8	7.4	0.6	91.2
Morpeth	In/edge-of-centre		4.6		57.3
	Out-of-centre		0.0		0.0
	Total	2.9	4.6	1.7	57.3
Smaller Commercial Centres			2.2	2.2	27.4
Other, Out-of-Centre		3.8	2.4	-1.4	29.4
Subtotal Northumberland		42.9	45.8	2.9	564.7
OUTSIDE NORTHUMBERLAND					
Intu Metrocentre, Gateshead		57.1 ¹	8.0	-2.9	99.3
Metro Retail Park, Gateshead			5.3		64.9
Newcastle City Centre			14.1		174.4
Other, Newcastle-upon-Tyne			5.4		67.1
Silverlink Retail Park, Wallsend			5.1		62.5
Other, Outside Northumberland			16.3		201.0
Subtotal Outside Northumberland		57.1	54.2	-2.9	669.2
Total		100.0	100.0	-	1,233.9

Source: 2009 market shares derived from Table 27 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 29 and 30 at Appendix 5. Figures may not add up due to rounding. ¹The 2009 survey results did not list the Metrocentre, Metro Retail Park, and Silverlink Retail Park as individual destinations and it is therefore not appropriate to compare the market shares identified for individual destinations outside of Northumberland in the 2015 survey with those from 2009. In 2013 prices.

- 5.79 The market share achieved by out-of-centre retail destinations within Northumberland is relatively modest compared to that of Northumberland's defined centres. Berwick-upon-Tweed is the only centre where out-of-centre provision achieves a substantial market share relative to the town centre. The survey findings suggest that around a third of all shopping trips for comparison goods in Berwick-

upon-Tweed are to out-of-centre destinations. This reflects the presence of Tweedbank Retail Park and a number of out-of-centre foodstore in Tweedmouth.

- 5.80 As identified above, the survey results indicated that existing facilities within Northumberland achieve a comparison goods market share of 45.8%, representing a 2.9 percentage point increase from 2009 when the market share was 42.9%. This increase in market share potentially reflects the substantial improvements in the comparison goods shopping offer available in Northumberland since 2009 as identified at the beginning of this section, most notably including the redevelopment of Sanderson Arcade in Morpeth, the opening of four new retail units at Westmorland Retail Park in Cramlington and the opening of Tyne Valley Retail Park in Hexham. The survey results suggest that all three of these centres have experienced and rise in their market share, of 1.7, 0.7 and 0.6 percentage points, respectively, as shown in Table 5.10.
- 5.81 Accordingly, more than half of Study Area residents' spending on comparison goods (54.2%) is spent in destinations outside of Northumberland. However, the Study Area includes areas outside of Northumberland. The proportion of comparison goods expenditure which is attracted to destinations within Northumberland is substantially lower than the population of the Study Area that resides within Northumberland, this being 82.9% of the population. This low market share is reflective of the strength and proximity of retail provision located just beyond the defined Study Area, most notably Newcastle City Centre, the Metrocentre, Metro Retail Park and Silverlink Retail Park. Collectively these four destinations attract almost a third (32.5%) of expenditure generated in the Study Area (£401.1m³⁸). Given the regional status of Newcastle and the Metrocentre, it is not surprising to find such high levels of expenditure being directed to these destinations.

Comparison Goods Market Shares

- 5.82 Provided below is an analysis of the comparison goods market shares achieved by each of the seven main commercial centres defined in Draft Core Strategy.

Alnwick Town Centre

- 5.83 Alnwick town centre achieves a comparison goods market share of 26.5% in its own zone (Zone 2), and a market share of 8.8% in neighbouring Zone 15 (Amble). It does not achieve a market share in excess of 2.6% in any of the remaining zones, indicating that whilst Alnwick is an important

³⁸ Expressed in 2013 prices, as is every subsequent monetary value.

comparison shopping destination for residents within the town and its rural hinterland, the wider attraction of Alnwick as a comparison retail destination is limited.

Ashington Town Centre

- 5.84 Ashington town centre achieves its highest comparison goods market shares of 45.2% in its own zone (Zone 14) and 26.7% in adjoining Zone 4 (Ashington West). It also achieves a comparison goods market share of 15.0% in Zone 15 (Amble), and attracts a small market share of between 3.9% and 5.0% in four other zones (Zones 2 (Alnwick), 3 (Scots Gap), 5 (Bedlington) and 13 (Morpeth)). Ashington town centre does not achieve any significant market share in any of the remaining Study zones. This evidence indicates that the attraction of Ashington in terms of comparison goods retailing is relatively localised, albeit it is evident that Ashington is an important comparison shopping destination for residents within the town and within its rural hinterland to the north.

Berwick-upon-Tweed Town Centre

- 5.85 Berwick-upon-Tweed achieves a comparison goods market share of 30.8% in its own zone (Zone 1), but does not achieve a market share of over 0.5% in any of the other Study zones. The relatively low market share achieved by Berwick-upon-Tweed in its own zone is not surprising given that Zone 1 covers an extensive geographic area and many residents are located in closer proximity to Alnwick or Galashiels, which is a major commercial centre for the Borders region. This evidence suggests that whilst Berwick-upon-Tweed is an important comparison shopping destination for residents within the town and its wide rural hinterland, the wider attraction of Berwick-upon-Tweed as a comparison retail destination is limited.

Blyth Town Centre

- 5.86 Blyth town centre achieves a maximum comparison goods market share of 34.0% in its own zone (Zone 12) and a market share of 18.9% in Zone 5 to the west. It attracts a small comparison goods market share from Zone 6 (Seaton Delaval) and Zone 11 (Cramlington), which also adjoin Zone 12, of 6.1% and 4.4%, respectively, but does not achieve a market share of over 3.1% in any of the other survey zones. This evidence confirms that the attraction of Blyth as a comparison retail destination is relatively localised and, as previously mentioned, the town is increasingly losing market share to Cramlington in particular.

Cramlington Town Centre

- 5.87 Cramlington town centre achieves a maximum comparison goods market share of 42.4% in its own zone (Zone 11), and a market share of between 9.6% and 17.8% in five other zones (Zones 4

(Ashington West), 5 (Bedlington), 6 (Seaton Delaval), 12 (Blyth) and 13 (Morpeth)). It attracts a modest market share of 6.4% within Zone 14 and does not achieve a market share of over 1.5% in any of the other survey zones. This suggests that Cramlington town centre, which is the biggest comparison centre in Northumberland, performs the widest role of all the defined centres within Northumberland in terms of attracting spending from adjoining Study areas, which has evidently been augmented by the recent expansion of Westmoreland Retail Park.

Hexham Town Centre

- 5.88 Hexham town centre achieves a maximum comparison goods market share of 51.9% in its own zone (Zone 9) and a market share of 32.3% in neighbouring Zone 10 (Haltwhistle). The only other zone in which Hexham town centre achieves a significant market share (of 10.5%) is Zone 8 (Prudhoe), which also adjoins Zone 9. The relatively modest retail offer in Haltwhistle and Prudhoe explains the significant comparison spending which is attracted to Hexham from Zones 8 and 10. The town does not achieve a market share of over 4.1% in any of the other survey zones. This evidence suggest that Hexham town centre is an important comparison shopping destination for residents within its own zone (Zone 9) and within an extensive rural hinterland along the Tyne Valley.

Morpeth Town Centre

- 5.89 Morpeth town centre achieves a maximum comparison goods market share of 39.0% in Zone 3 (Scots Gap) and a slightly lower market share of 33.2% within its own zone (Zone 13). Morpeth town centre also attracts a significant market share from Zones 15 (Amble) and 4 (Ashington West), of 8.1% and 5.8%, respectively, but does not achieve a market share of over 3.4% in any of the other survey zones. This evidence confirms that Morpeth functions as an important town centre serving residents in a wide rural hinterland to the north west of Morpeth, and drawing a significant amount of trade from adjoining zones, which are also influenced by other town centres.

Comparison Goods Catchments

- 5.90 Table 5.11 presents an analysis of dominant centres/out-of-centre retail parks – defined for this exercise as instances where the comparison goods market share exceeds 25% within any particular zone – and centres of secondary influence, which are defined on the basis of having comparison goods market shares of between 8% and 25%.

Table 5.11 Dominant Comparison Goods Centres/Retail Parks and Centres/Retail Parks of Significant Influence

Zone	Dominant Centres/Retail Parks (Market Share 25%+)	Other Centres/Retail Parks of Significant Influence (Market Share 8% to 25%)
1	Berwick-upon-Tweed town centre	Edinburgh City Centre Tweedbank Retail Park, Berwick-upon Tweed
2	Alnwick town centre	Newcastle City Centre Metrocentre/Metro Retail Park, Gateshead
3	Morpeth town centre	Newcastle City Centre Metrocentre/Metro Retail Park, Gateshead
4	Ashington town centre	Newcastle City Centre Metrocentre/Metro Retail Park, Gateshead Cramlington town centre
5		Blyth town centre Newcastle City Centre Cramlington town centre Metrocentre/Metro Retail Park, Gateshead Silverlink Shopping / Leisure Park, Wallsend
6		Silverlink Shopping / Leisure Park, Wallsend Newcastle City Centre Cramlington town centre Metrocentre/Metro Retail Park, Gateshead
7	Newcastle City Centre	Metrocentre/Metro Retail Park, Gateshead Kingston Retail Park, Newcastle Upon Tyne
8	Metrocentre/Metro Retail Park, Gateshead	Newcastle City Centre Hexham town centre Prudhoe town centre
9	Hexham town centre	Newcastle City Centre Metrocentre/Metro Retail Park, Gateshead
10	Hexham town centre	Carlisle town centre Metrocentre/Metro Retail Park, Gateshead
11	Cramlington town centre	Metrocentre/Metro Retail Park, Gateshead Newcastle City Centre Silverlink Shopping / Leisure Park, Wallsend
12	Blyth town centre	Silverlink Shopping / Leisure Park, Wallsend Newcastle City Centre Metrocentre/Metro Retail Park, Gateshead Cramlington town centre
13	Morpeth town centre	Newcastle City Centre Cramlington town centre Metrocentre/Metro Retail Park, Gateshead
14	Ashington town centre	Metrocentre/Metro Retail Park, Gateshead Silverlink Shopping / Leisure Park, Wallsend Newcastle City Centre
15		Ashington town centre Metrocentre/Metro Retail Park, Gateshead Newcastle City Centre Alnwick town centre Morpeth town centre

Source: Derived from 2015 market shares sourced from Table 29 at Appendix 5

5.91 Table 5.11 reveals that:

- In 12 of the 15 zones, there is one dominant centre/retail destination (Zones 1 to 4 and 7 to 14 (Berwick-upon-Tweed, Alnwick, Scots Gap, Ashington West, Ponteland, Prudhoe, Hexham,

Haltwhistle, Cramlington, Blyth, Morpeth and Ashington East). There is no dominant centre in the remaining 3 zones (Zones 5 (Bedlington), 6 (Seaton Delaval) and 15 (Amble)).

- In all of the zones there are at least two centres/retail destinations of secondary influence.
- Carlisle town centre has a significant influence in the nearest zone to it.
- Edinburgh City Centre has a significant influence in the northernmost zone.
- The Metrocentre/Metro Retail Park is the dominant retail destination in the closest zone to it, and has a significant influence in 13 of the remaining 14 zones.
- Newcastle City Centre is the dominant retail destination in one zone, and has a significant influence in 12 of the remaining 14 zones.
- Silverlink Shopping Park, Wallsend exerts a significant influence in three zones.

5.92 Whilst Northumberland's defined commercial centres evidently perform a very important role within their own zones and in their rural hinterlands, the wider influence of all of Northumberland's centres is relatively limited. Cramlington town centre is the only one of Northumberland's defined centres which exerts a significant influence beyond its local catchment. The influence of large competing centres located outside of, but close to, Northumberland – most notably the Metrocentre/Metro Retail Park and Newcastle City Centre – is significant in all of the 15 survey zones.

Comparison Goods Shopping Patterns – Non-Bulky Goods Categories

5.93 The shopping patterns for 'non-bulky' comparison goods within the five broad categories of 'clothing and footwear', 'books, CDs and DVDs', 'small household goods', 'toys, games, bicycles and recreation goods', and 'chemist goods' as identified from the findings household survey are set out below.

Comparison Goods Shopping Patterns: Clothing and Footwear

5.94 Set out below is a detailed analysis of shopping patterns for clothing and footwear, which forms a key sector underpinning the vitality and viability of comparison goods shopping destinations.

5.95 Table 5.12 sets out Northumberland's market share of clothing and footwear expenditure by zone at 2009 and 2015³⁹. The table indicates that, in terms of shopping for clothing and footwear, facilities in Northumberland attract 32.3% of shopping trips for such goods which originate within the Study Area. In contrast to the overall comparison goods sector, the market share achieved by Northumberland for

³⁹ This detailed analysis has been provided for clothing and footwear goods as this category is the goods category that secures the largest quantum of expenditure and is of particular relevance in assessing how retail facilities are meeting shoppers' needs.

clothing and footwear has decreased slightly, by 1.5 percentage points since 2009, from 33.8% to 32.3%. However, there are significant spatial variations in this pattern. Zones 3 (Scots Gap), 13 (Morpeth) and 14 (Ashington East) achieve the highest market shares of 59.8%, 53.6% and 51.6%, respectively. Zones 13 and 14 encompass Morpeth and Ashington, two of Northumberland's Main Towns, and are also in relatively close proximity to facilities in Cramlington. Zone 3 is also located in close proximity to the facilities in Morpeth, which has experienced significant qualitative and quantitative improvement in its clothing retail offer since 2009 through the Sanderson Arcade development.

- 5.96 There has been a substantial rise in the market shares achieved by Zones 3 and 13, of 30.5 and 20.7 percentage points, respectively, largely driven by a substantial improvement in the market share achieved by Morpeth town centre. More respondents from these zones are now remaining in Northumberland when undertaking clothing and footwear shopping than in 2009.

Table 5.12: Clothing and Footwear Market Shares Analysis by Zone (%)

Zone	Market Share (%)		
	2009	2015	Difference 2009 to 2015
1. Berwick-upon-Tweed	33.6	33.1	-0.5
2. Alnwick	23.9	27.0	3.2
3. Scots Gap	29.3	59.8	30.5
4. Ashington West	38.2	40.4	2.2
5. Bedlington	33.6	31.8	-1.7
6. Seaton Delaval	22.6	17.0	-5.6
7. Ponteland	8.0	4.0	-4.0
8. Prudhoe	20.4	12.0	-8.3
9. Hexham	53.3	44.1	-9.2
10. Haltwhistle	48.9	36.9	-12.1
11. Cramlington	36.1	36.8	0.7
12. Blyth	42.7	36.0	-6.8
13. Morpeth	33.0	53.6	20.7
14. Ashington East	48.8	51.6	2.8
15. Amble	44.5	35.3	-9.2
Total Northumberland	33.8	32.3	-1.5

Source: 2009 market shares sourced from Table 9 at Appendix 1, 2013 Study. 2015 market shares sourced from Table 11 at Appendix 5.

- 5.97 Table 5.13 provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for clothing and footwear shopping. Within Northumberland, Cramlington town centre achieves the highest market share for clothing and footwear shopping of 7.4%, followed by Morpeth and Ashington town centres, which attract a market

share of 5.1% and 5.0%, respectively. Morpeth has experienced the greatest increase in its clothing and footwear market share since 2009, of 3.2 percentage points. The market share achieved by Cramlington has also increased since 2009, by 1.4 percentage points.

Table 5.13: Principal Comparison Goods Shopping Destinations Trip Analysis – Clothing and Footwear (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		1.5		6.4
	Out-of-centre		0.0		0.0
	Total	1.4	1.5	0.2	6.4
Ashington	In/edge-of-centre		5.0		16.6
	Out-of-centre		0.0		0.0
	Total	5.9	5.0	-0.9	16.6
Berwick-upon-Tweed	In/edge-of-centre		2.8		12.6
	Out-of-centre		0.5		2.0
	Total	3.4	3.3	-0.1	14.6
Blyth	In/edge-of-centre		3.4		11.0
	Out-of-centre		0.5		1.8
	Total	7.1	3.9	-3.1	12.8
Cramlington	In/edge-of-centre		7.4		24.6
	Out-of-centre		0.0		0.0
	Total	6.0	7.4	1.4	24.6
Hexham	In/edge-of-centre		4.2		18.4
	Out-of-centre		0.6		2.6
	Total	6.9	4.8	-2.0	21.0
Morpeth	In/edge-of-centre		5.1		21.6
	Out-of-centre		0.0		0.0
	Total	1.9	5.1	3.2	21.6
Smaller Commercial Centres		0.6	0.5	-0.1	1.9
Other, Out-of-Centre		0.6	0.6	0.0	2.4
Subtotal Northumberland		33.8	32.3	-1.5	121.8
Outside Northumberland					
Carlisle City Centre		0.8	1.1	0.2	4.4
Edinburgh City Centre		3.7	2.6	-1.1	11.4
Fort Retail Park, Edinburgh		0.1	1.6	1.5	7.0
Intu Metrocentre, Gateshead		15.5	14.3	-1.3	55.1
Metro Retail Park, Gateshead		-	7.4	-	27.3
Newcastle City Centre		26.0	19.6	-6.4	75.1
Kingston Retail Park, Newcastle		2.2	2.6	0.4	10.9
Silverlink Retail Park, Wallsend		3.7	5.3	1.6	17.1
Other, North Tyneside		4.5	4.2	-0.3	14.5
Other, Outside Northumberland		3.4	3.8	0.4	37.1
Subtotal Outside Northumberland		66.2	67.7	1.5	259.8
Total		100.0	100.0	-	381.5

Source: 2009 market shares sourced from Table 9 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 11 and 12 at Appendix 5. In 2013 prices.

- 5.98 However, both Blyth and Hexham have experienced a significant fall in their clothing and footwear market shares, of 3.1 percentage points and 2.0 percentage points, respectively. The market share of facilities in Ashington has also decrease slightly since 2009, by 0.9 percentage points. As is the case for the overall comparison goods sector, the survey findings indicate that more residents in Zone 12 (Blyth) are now choosing to travel to Cramlington rather than shop in Blyth, and a greater proportion of residents from Zone 4 (Ashington West) are choosing to shop in Cramlington and Morpeth rather than Blyth.
- 5.99 As identified above, the survey results indicated that existing facilities within Northumberland achieve a clothing and footwear market share of 32.3%. Accordingly, around two-thirds of all shopping trips (67.7%) for clothing and footwear undertaken by Study Area residents are to destinations outside of Northumberland. As was the case for the overall comparison goods sector, this low market share reflects the proximity of residents in the south of the Study Area to Newcastle City Centre and the Metrocentre.

Comparison Goods Shopping Patterns: Books, CDs and DVDs

- 5.100 Table 5.14 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for Books, CDs, and DVDs etc. Table 5.14 shows that 59.2% of shopping trips for Books, CDs and DVDs which originate in the Study Area take place in Northumberland. The overall market share achieved by destinations in Northumberland for Books, CDs, and DVDs has improved by 9.4 percentage points since 2009, from 49.7% to 59.2%.
- 5.101 Within Northumberland, Blyth, Hexham and Morpeth are the most popular destinations for such purchases, attracting 11.9%, 10.4% and 10.6% of all such trips which originate within the Study Area, respectively. Morpeth and Ashington have seen the most significant increase in turnover for these goods since 2009, potentially reflecting an improved offer in respect of such products in these towns as a result of the Sanderson Arcade redevelopment in Morpeth and the doubling in size of the Asda's Ashington store since 2009. Outside the Northumberland, Newcastle City Centre and the Metrocentre secure the highest proportions of all shopping trips to purchase books, CDs and DVDs which originate within the Study Area.

Table 5.14: Principal Comparison Goods Shopping Destinations Trip Analysis – Books, CDs, DVDs and so on (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009- 2015	
Northumberland					
Alnwick	In/edge-of-centre		5.3		3.3
	Out-of-centre		0.0		0.0
	Total	5.9	5.3	-0.6	3.3
Ashington	In/edge-of-centre		8.8		4.4
	Out-of-centre		0.0		0.0
	Total	5.4	8.8	3.4	4.4
Berwick-upon-Tweed	In/edge-of-centre		4.0		3.5
	Out-of-centre		0.0		0.0
	Total	4.4	4.0	-0.4	3.5
Blyth	In/edge-of-centre		11.1		5.3
	Out-of-centre		0.8		0.3
	Total	12.1	11.9	-0.2	5.6
Cramlington	In/edge-of-centre		5.2		2.6
	Out-of-centre		0.0		0.0
	Total	6.8	5.2	-1.6	2.6
Hexham	In/edge-of-centre		9.5		6.8
	Out-of-centre		0.9		0.6
	Total	9.4	10.4	1.0	7.3
Morpeth	In/edge-of-centre		10.6		6.1
	Out-of-centre		0.0		0.0
	Total	4.4	10.6	6.2	6.1
Smaller Commercial Centres		0.6	1.4	0.8	0.9
Other, Out-of-Centre		0.8	1.6	0.8	0.96
Subtotal Northumberland		49.7	59.2	9.4	34.7
Outside Northumberland					
Intu Metrocentre, Gateshead		12.3	7.8	-4.5	5.1
Metro Retail Park, Gateshead		-	4.9	-	3.0
Newcastle City Centre		16.7	13.7	-3.0	7.6
Other, Outside Northumberland		18.3	11.8	-6.5	8.9
Subtotal Outside Northumberland		50.3	40.8	-9.4	25.6
Total		100.0	100.0	-	60.3

Source: 2009 market shares sourced from Table 11 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 13 and 14 at Appendix 5. In 2013 prices.

Comparison Goods Shopping Patterns: Small Household Goods

- 5.102 Table 5.15 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for small household goods (including such items as tableware, household utensils, jewellery, watches and appliances for personal care). Table 5.15 shows that 48.6% of shopping trips for small household goods which originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for small household goods has improved by 9.5 percentage points since 2009, from 39.1% to 48.6%.

Table 5.15: Principal Comparison Goods Shopping Destinations Trip Analysis – Small Household Goods (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		3.3		6.5
	Out-of-centre		0.9		1.7
	Total	3.0	4.2	1.2	8.2
Ashington	In/edge-of-centre		8.2		10.9
	Out-of-centre		0.0		0.0
	Total	4.9	8.2	3.3	10.9
Berwick-upon-Tweed	In/edge-of-centre		3.0		5.0
	Out-of-centre		2.6		4.2
	Total	6.6	5.6	-1.0	9.3
Blyth	In/edge-of-centre		7.7		9.1
	Out-of-centre		1.3		1.6
	Total	10.6	9.0	-1.6	10.7
Cramlington	In/edge-of-centre		12.0		17.6
	Out-of-centre		0.0		0.0
	Total	6.9	12.0	5.1	17.6
Hexham	In/edge-of-centre		4.5		12.1
	Out-of-centre		1.0		2.7
	Total	4.8	5.5	0.7	14.8
Morpeth	In/edge-of-centre		2.7	0.3	5.7
	Out-of-centre		0.0	-0.1	0.0
	Total	1.2	2.7	1.5	5.7
Smaller Commercial Centres		0.3	0.6	0.3	1.2
Other, Inside Northumberland		0.8	0.7	-0.1	1.4
Subtotal Northumberland		39.1	48.6	9.5	79.7
Outside Northumberland					0.0
Metrocentre, Gateshead		14.2	5.7	-8.5	12.0
Metro Retail Park, Gateshead		-	4.6	-	8.8
Newcastle City Centre		21.3	16.9	-4.4	30.1
Other, Outside Northumberland		25.4	24.1	-1.3	44.4
Subtotal Outside Northumberland		60.9	51.4	-9.5	95.3
Total		100.0	100.0	-	175.0

Source: 2009 market shares sourced from Table 13 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 15 and 16 at Appendix 5. In 2013 prices.

- 5.103 Within Northumberland, Cramlington, Blyth and Ashington and are the most popular destinations for small household goods, attracting 12.0%, 9.0% and 8.2% of all such trips which originate within the Study Area, respectively. However, the highest market share for purchases of small household goods is secured by Newcastle City Centre, which attracts 16.9% of all such shopping trips that originate within the Study Area. The Metrocentre is also a popular destination for such purchases, attracting a market share of 5.6%.

- 5.104 The survey findings indicate that amongst Northumberland's defined commercial centres, Cramlington has experienced the greatest increase in its market share of shopping trips for small household goods, with an increase of 5.1 percentage points. This is likely to be attributable, at least in part, to the opening of a new 3,530 sq.m gross homeware store operated by Dunelm Mill at Westmorland Retail Park in Cramlington town centre. Ashington has also experienced a considerable increase in its market share of shopping trips for small household goods, of 3.3 percentage points, which is likely to be due to the increase in comparison retail floorspace associated with the replacement Asda at Lintonville Terrace in Ashington which opened in late 2009.

Comparison Goods Shopping Patterns: Toys, Games, Bicycles and Recreation Goods

- 5.105 Table 5.16 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for toys, games, bicycles and recreation goods. Table 5.16 shows that 44.5% of shopping trips for such goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for games, bicycles and recreation goods has not changed significantly since 2009, when the market share of destinations in Northumberland was 45.4%.
- 5.106 Within Northumberland, Berwick-upon-Tweed, Ashington and Cramlington are the most popular destinations for such purchases, attracting 8.7%, 8.4% and 7.1% of all such trips which originate within the Study Area, respectively. Ashington has experienced the highest percentage point increase in market share since 2009, of 2.3 percentage points, which is attributed to the replacement of the town's Asda store, which provided a significant increase in the store's comparison goods floorspace. However, the highest market shares for purchases of small household goods are achieved by destinations outside of Northumberland. Newcastle City Centre and Silverlink Retail Park in North Tyneside secure the highest proportions of all shopping trips to purchase small household goods which originate within the Study Area, of 13.1% and 11.0%, respectively. The Metrocentre is also a popular destination for such purchases, attracting a market share of 7.3%.

Table 5.16: Principal Comparison Goods Shopping Destinations Trip Analysis – Toys, Games, Bicycles and Recreation Goods (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		3.9		6.6
	Out-of-centre		0.8		1.5
	Total	5.0	4.7	-0.3	8.1
Ashington	In/edge-of-centre		8.4		10.1
	Out-of-centre		0.0		0.0
	Total	6.1	8.4	2.3	10.1
Berwick-upon-Tweed	In/edge-of-centre		5.8		9.4
	Out-of-centre		2.9		4.7
	Total	7.5	8.7	1.2	14.1
Blyth	In/edge-of-centre		3.4		4.3
	Out-of-centre		0.0		0.0
	Total	7.3	3.4	-3.9	4.3
Cramlington	In/edge-of-centre		7.1		9.8
	Out-of-centre		0.0		0.0
	Total	8.7	7.1	-1.6	9.8
Hexham	In/edge-of-centre		5.3		10.3
	Out-of-centre		1.2		2.3
	Total	6.2	6.5	0.3	12.6
Morpeth	In/edge-of-centre		3.1		5.7
	Out-of-centre		0.0		0.0
	Total	2.3	3.1	0.8	5.7
Smaller Commercial Centres		1.1	1.2	0.1	2.3
Other, Inside Northumberland		1.2	1.3	0.1	2.4
Subtotal Northumberland		45.4	44.5	-0.9	69.3
Outside Northumberland					0.0
Metrocentre, Gateshead		18.3	7.3	-11.0	12.8
Metro Retail Park, Gateshead		-	6.1	-	10.3
Newcastle City Centre		15.6	13.1	-2.5	20.6
Silverlink Retail Park, Wallsend		3.4	11.0	7.6	14.5
Other, Outside Northumberland		17.3	18.1	0.8	30.5
Subtotal Outside Northumberland		54.6	55.5	0.9	88.7
Total		100.0	100.0	-	158.1

Source: 2009 market shares sourced from Table 15 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 17 and 18 at Appendix 5. In 2013 prices.

Comparison Goods Shopping Patterns: Chemist Goods

- 5.107 Table 5.17 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for chemist goods (including health and beauty products). Table 5.17 shows that 74.7% of shopping trips for chemist goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for chemist goods has not changed significantly since 2009, when the market share was 75.5%.

Table 5.17: Principal Comparison Goods Shopping Destinations Trip Analysis – Chemist Goods (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		5.5		7.8
	Out-of-centre		0.0		0.0
	Total	5.4	5.5	0.1	7.8
Ashington	In/edge-of-centre		9.1		11.2
	Out-of-centre		0.0		0.0
	Total	8.7	9.1	0.4	11.2
Berwick-upon-Tweed	In/edge-of-centre		6.5		9.3
	Out-of-centre		0.2		0.3
	Total	6.6	6.7	0.1	9.6
Blyth	In/edge-of-centre		10.9		11.8
	Out-of-centre		0.7		0.7
	Total	11.6	11.6	0.0	12.6
Cramlington	In/edge-of-centre		10.4		12.1
	Out-of-centre		0.0		0.0
	Total	11.1	10.4	-0.7	12.1
Hexham	In/edge-of-centre		6.4		10.2
	Out-of-centre		0.6		0.9
	Total	8.3	6.9	-1.4	11.1
Morpeth	In/edge-of-centre		7.9		11.8
	Out-of-centre		0.0		0.0
	Total	6.9	7.9	1.0	11.8
Smaller Commercial Centres		6.5	7.3	0.8	10.7
Other, Inside Northumberland		10.4	9.3	-1.1	13.1
Subtotal Northumberland		75.5	74.7	-0.8	99.9
Outside Northumberland					0.0
Other, Outside Northumberland		24.5	25.3	0.8	36.3
Subtotal Outside Northumberland		24.5	25.3	0.8	36.3
Total		100.0	100.0	-	136.2

Source: 2009 market shares sourced from Table 17 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 19 and 20 at Appendix 5. In 2013 prices.

- 5.108 Chemist goods (including health and beauty products) are typically purchased in a similar manner to convenience items, with a large proportion of such trips taking place close to home (due principally to the similar nature of many such goods which reduces the propensity to ‘shop around’). Accordingly, a wide range of facilities attract such shopping journeys, including defined centres, but also food superstores and standalone pharmacists. In this context, destinations within Northumberland retain a high proportion of shopping trips undertaken by residents of the Study Area within the chemist goods

category when compared to the other comparison goods categories, reflecting the nature of such purchases.

- 5.109 Within Northumberland, Blyth, Cramlington and Ashington are the most popular destinations to undertake such purchases, attracting 11.6%, 10.4% and 9.1% of all such trips which originate within the Study Area, respectively. Northumberland's defined smaller commercial centres also relatively popular destinations for the purchase of chemist goods, with Bedlington, Ponteland, Prudhoe, Haltwhistle and Amble collectively attracting a market share of 7.3% of all such trips, a figure which is comparatively low when considered against the market share secured for other types of comparison goods by these towns.

Comparison Goods Shopping Patterns – Bulky Goods Categories

- 5.110 In addition to assessing shopping patterns for convenience goods and non-bulky comparison goods, it is also possible from the household survey to assess the shopping patterns for 'bulky goods' within the four broad categories of 'electrical', 'DIY', 'furniture' and 'gardening'.

Comparison Goods Shopping Patterns: Electrical

- 5.111 Table 5.18 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for electrical goods, such as televisions, washing machines and computers. Table 5.18 shows that 46.9% of shopping trips for purchases of such goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for electrical goods has increased substantially since 2009, increasing 10.6 percentage points from a market share of 36.3% to 46.9%.
- 5.112 Within Northumberland, Cramlington and Berwick-upon-Tweed are the most popular destinations for such purchases, attracting 12.0% and 11.0% of all such trips which originate within the Study Area, respectively. In Berwick-upon-Tweed, the vast majority of this market share is retained by the out-of-centre Tweedbank Retail Park, which attracts a market share of 8.6% compared to the 2.2% retained by Berwick-upon-Tweed town centre.
- 5.113 Cramlington and Berwick-upon-Tweed have experienced the most significant increases in their market shares, of 8.6 and 3.9 percentage points, respectively. This change is attributable, at least in part, to the opening of new Currys and PC World stores at Westmorland Retail Park in Cramlington town centre and the refurbishment of Tweedbank Retail Park in Berwick-upon-Tweed in 2012, which media

reports suggest has led to an increase in trade at the retail park⁴⁰. Tweedbank Retail Park also includes a Currys PC World.

- 5.114 Nevertheless, the highest market shares for purchases of electrical goods are achieved by destinations outside of Northumberland. Silverlink Retail Park in Wallsend and Newcastle City Centre secure the highest proportions of all shopping trips to purchase electrical items which originate within the Study Area, with these being 19.4% and 13.4%, respectively.

Table 5.18: Principal Comparison Goods Shopping Destinations Trip Analysis – Electrical Goods (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		2.3		3.0
	Out-of-centre		1.3		1.6
	Total	2.2	3.5	1.3	4.6
Ashington	In/edge-of-centre		4.3		4.2
	Out-of-centre		0.0		0.0
	Total	5.0	4.3	-0.7	4.2
Berwick-upon-Tweed	In/edge-of-centre		2.2		2.4
	Out-of-centre		8.8		10.1
	Total	7.1	11.0	3.9	12.5
Blyth	In/edge-of-centre		3.7		3.0
	Out-of-centre		0.9		0.6
	Total	5.2	4.6	-0.6	3.6
Cramlington	In/edge-of-centre		12.0		11.0
	Out-of-centre		0.0		0.0
	Total	3.4	12.0	8.6	11.0
Hexham	In/edge-of-centre		5.5		6.4
	Out-of-centre		1.0		1.1
	Total	5.6	6.5	0.9	7.5
Morpeth	In/edge-of-centre		1.5		2.0
	Out-of-centre		0.0		0.0
	Total	2.1	1.5	-0.6	2.0
Smaller Commercial Centres		1.8	2.1	0.3	2.5
Other, Inside Northumberland		3.9	1.5	-2.4	2.0
Subtotal Northumberland		36.3	46.9	10.6	49.9
Outside Northumberland					0.0
Newcastle City Centre		17.8	13.4	-4.4	15.6
Silverlink Retail Park, Wallsend		20.8	19.4	-1.4	17.6
Other, Outside Northumberland		25.1	20.3	-4.8	25.0
Subtotal Outside Northumberland		63.7	53.1	-10.6	58.2
Total		100.0	100.0	-	108.1

Source: 2009 market shares sourced from Table 19 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 21 and 22 at Appendix 5. In 2013 prices.

⁴⁰ <http://www.berwickshirenews.co.uk/news/business/local-business/developers-reveal-expansion-plan-for-tweedbank-retail-park-1-2687590>

Comparison Goods Shopping Patterns: DIY

5.115 Table 5.19 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for DIY and decorating goods. Table 5.19 shows that 60.7% of shopping trips for purchases of such goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for DIY and decorating goods has increased slightly since 2009, increasing 2.2 percentage points from 58.5%.

Table 5.19: Principal Comparison Goods Shopping Destinations Trip Analysis – DIY Goods (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		1.7		0.7
	Out-of-centre		6.4		2.9
	Total	7.8	8.1	0.3	3.6
Ashington	In/edge-of-centre		4.1		1.5
	Out-of-centre		15.6		5.6
	Total	13.3	19.7	6.4	7.2
Berwick-upon-Tweed	In/edge-of-centre		0.9		0.4
	Out-of-centre		6.9		3.3
	Total	9.3	7.8	-1.5	3.8
Blyth	In/edge-of-centre		2.1		0.7
	Out-of-centre		6.8		2.2
	Total	8.1	8.9	0.8	2.8
Cramlington	In/edge-of-centre		2.5		1.0
	Out-of-centre		0.1		0.0
	Total	10.2	2.6	-7.6	1.0
Hexham	In/edge-of-centre		4.1		2.1
	Out-of-centre		3.7		1.9
	Total	4.3	7.8	3.5	4.0
Morpeth	In/edge-of-centre		1.2		0.6
	Out-of-centre		0.0		0.0
	Total	2.3	1.2	-1.1	0.6
Smaller Commercial Centres		2.1	2.4	0.3	0.8
Other, Inside Northumberland		1.1	2.1	1.0	1.1
Subtotal Northumberland		58.5	60.7	2.2	24.9
Outside Northumberland					
B&Q, Scotswood Road, Newcastle-upon-Tyne		9.2	12.4	3.2	5.4
B&Q Middle Engine Lane, North Shields		6.9	6.5	-0.4	2.1
Other, Outside Northumberland		25.4	20.4	-5.0	8.5
Subtotal Outside Northumberland		41.5	39.3	-2.2	16.0
Total		100.0	100.0	-	40.9

Source: 2009 market shares sourced from Table 23 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 23 and 24 at Appendix 5. In 2013 prices.

- 5.116 Table 5.19 shows that the most popular destination for DIY shopping in the Study Area is Ashington, which attracts nearly a fifth of shopping trips for DIY goods that originate within the Study Area. The vast majority of these trips are to the out-of-centre B&Q store at Freeman Way in Ashington, which attracts a market share of 15.6%. Other popular destinations for DIY shopping within Northumberland are the Homebase stores at Blyth Valley Retail Park in Blyth, at Willowburn Road in Alnwick and at Northumberland Road in Berwick-upon-Tweed, which attract 6.3%, 5.8% and 5.6% of DIY shopping trips undertaken by residents of the Study Area, respectively.
- 5.117 The significant fall in the market share of Cramlington since 2009 can be attributed to the closure of the Focus DIY store which was located in the town centre, before the failure of the company in 2011. The town now lacks a dedicated DIY store. The results of the household survey suggest that residents that previously shopped at Cramlington's Focus DIY store are now shopping in alternative DIY stores in the County, most notably the B&Q store in Ashington. However, following the recent closure of the Ashington B&Q store, it is likely that the overall Northumberland market share for DIY may fall in the future, with potentially increased spending leakage outside of the County.

Comparison Goods Shopping Patterns: Furniture

- 5.118 Table 5.20 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for furniture goods. Table 5.20 shows that 46.2% of shopping trips for purchases of such goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for furniture goods has decreased substantially since 2009, falling 8.0 percentage points from a market share of 54.2% to 46.2%.
- 5.119 Within Northumberland, Blyth, Berwick-upon-Tweed and Ashington are the most popular destinations for such purchases, attracting 8.8%, 8.0% and 7.1% of all such trips which originate within the Study Area, respectively. The highest market shares for purchases of furniture are achieved by destinations outside of Northumberland, with Newcastle City Centre and the Metro Retail Park/Metro Park West Retail Park (Metro Park West encompasses an Ikea store) in Gateshead securing the highest proportions of all shopping trips to purchase furniture items which originate within the Study Area, of 12.1% and 11.6%, respectively.
- 5.120 Cramlington has experienced the most significant decrease in its market share since 2009, of 2.8 percentage points. Conversely, the survey findings suggest that the market share of the Metro Retail Park/Metro Park West in Gateshead has likely increased by 9.3%. Specific changes in shopping patterns across the Metrocentre and the adjacent Metro Retail Park and Metro Park West since 2009 cannot be identified as both the Metro Retail Park and Metro Park West (excepting Ikea) were not

identified as destinations distinct from the Metrocentre in the 2009 Study. However, the evidence clearly identifies a significant increase in the popularity of destinations outside of Northumberland for furniture shopping.

Table 5.20: Principal Comparison Goods Shopping Destinations Trip Analysis – Furniture (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		4.0		7.3
	Out-of-centre		0.3		0.6
	Total	3.3	4.3	1.0	7.9
Ashington	In/edge-of-centre		6.9		9.3
	Out-of-centre		1.1		1.3
	Total	7.9	8.0	0.1	10.6
Berwick-upon-Tweed	In/edge-of-centre		6.2		8.2
	Out-of-centre		0.9		1.2
	Total	8.0	7.1	-0.9	9.3
Blyth	In/edge-of-centre		6.4		7.9
	Out-of-centre		2.4		3.0
	Total	8.8	8.8	0.0	10.9
Cramlington	In/edge-of-centre		5.7		7.8
	Out-of-centre		0.1		0.1
	Total	8.6	5.8	-2.8	7.9
Hexham	In/edge-of-centre		5.0		9.7
	Out-of-centre		0.2		0.3
	Total	6.3	5.2	-1.1	10.0
Morpeth	In/edge-of-centre		1.6		2.9
	Out-of-centre		0.0		0.0
	Total	2.4	1.6	-0.8	2.9
Smaller Commercial Centres		4.1	3.2	-0.9	6.0
Other, Inside Northumberland		4.8	2.2	-2.6	3.1
Subtotal Northumberland		54.2	46.2	-8.0	68.7
Outside Northumberland					
Metrocentre, Gateshead		7.7	4.2	-3.5	6.0
Metro Retail Park/Park West, Gateshead		2.3	11.6	9.3	18.4
Newcastle City Centre		14.1	12.1	-2.0	20.1
Other, Newcastle-Upon-Tyne		3.7	5.0	1.3	7.2
Other, Outside Northumberland		18.0	20.9	2.9	33.3
Subtotal Outside Northumberland		45.8	53.8	8.0	85.1
Total		100.0	100.0	-	153.8

Source: 2009 market shares sourced from Table 21 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 25 and 26 at Appendix 5. In 2013 prices.

Comparison Goods Shopping Patterns: Gardening

5.121 Table 5.21 below provides a breakdown of the market share and turnover achieved by the main shopping destinations within and outside Northumberland for gardening goods, such as plants, shrubs and garden furniture. Table 5.21 shows that 79.1% of shopping trips for purchases of such goods that originate in the Study Area take place in Northumberland. The market share achieved by Northumberland for gardening goods has increased by 5.8 percentage point since 2009, from 73.3% to 79.1%.

Table 5.21: Principal Comparison Goods Shopping Destinations Trip Analysis – Plants, Shrubs and Garden Furniture (%)

Destination		Market Share (%)			Turnover £m
		2009	2015	Change 2009-2015	
Northumberland					
Alnwick	In/edge-of-centre		2.4		0.5
	Out-of-centre		5.5		1.1
	Total	0.8	7.9	7.1	1.6
Ashington	In/edge-of-centre		5.4		0.8
	Out-of-centre		6.2		1.0
	Total	10.6	11.6	1.0	1.8
Berwick-upon-Tweed	In/edge-of-centre		1.6		0.4
	Out-of-centre		6.6		1.6
	Total	5.0	8.2	3.2	2.0
Blyth	In/edge-of-centre		3.9		0.5
	Out-of-centre		4.5		0.6
	Total	0.0	8.5	8.5	1.1
Cramlington	In/edge-of-centre		4.7		0.7
	Out-of-centre		4.2		0.6
	Total	5.4	8.9	3.5	1.3
Hexham	In/edge-of-centre		5.7		1.5
	Out-of-centre		4.8		1.3
	Total	8.2	10.6	2.4	2.8
Morpeth	In/edge-of-centre		4.6		1.0
	Out-of-centre		0.0		0.0
	Total	0.0	4.6	4.6	1.0
Smaller Commercial Centres		0.0	4.8	4.8	1.1
Heighley Gate Garden Centre, Morpeth		29.6	8.3	-21.3	1.8
Other, Inside Northumberland		43.3	14.0	-29.3	1.4
Subtotal Northumberland		73.3	79.1	5.8	15.8
Outside Northumberland					
Other, Outside Northumberland		26.7	20.9	-5.8	4.2
Subtotal Outside Northumberland		26.7	20.9	-5.8	4.2
Total		100.0	100.0	-	20.0

Source: 2009 market shares sourced from Table 25 at Appendix 1, 2013 Study. 2015 market shares and turnover sourced from Tables 27 and 28 at Appendix 5. In 2013 prices.

- 5.122 Ashington and Hexham are the most popular destinations within Northumberland for Study Area residents' shopping trips to purchase gardening goods, attracting market shares of 11.6% and 10.6%, respectively. Cramlington, Blyth, Berwick-upon-Tweed and Alnwick are the next most popular destinations to purchase gardening goods, with market shares of 8.9%, 8.2% and 7.9%, respectively.
- 5.123 The most popular individual store for gardening goods shopping in the Study Area is Heighley Gate Garden Centre, which is located around 4km north west of Morpeth and attracts 8.3% of shopping trips for gardening goods that originate within the Study Area. However, the survey findings suggest that its market share has decreased by 21.3 percentage points since 2009. WYG is uncertain of the reasons for such a substantial fall in market share and believe that the 2009 survey results may have overstated the popularity of the store at 2009.
- 5.124 Homebase at Willowburn Avenue in Alnwick and B&Q at Freeman Way in Ashington are the next most popular individual stores, each securing market shares of 5.4% of all Study Area residents' shopping trips for gardening goods, followed by Homebase at Blyth Valley Retail Park in Blyth (4.2%), Azure Garden Centre in Cramlington (4.2%) and Homebase at Northumberland Road in Berwick-upon-Tweed (3.4%).

Conclusions in Respect of Comparison Goods Shopping Patterns

- 5.125 Once again, in considering shopping patterns in the Study Area, it is of some relevance to compare the percentage of overall journeys retained within Northumberland with the percentage of the Study Area population that resides in the County. In this regard, the population of Northumberland equates to 82.9% of the overall Study Area population.
- 5.126 As set out above and summarised below at Table 5.22, of all shopping trips which originate within the Study Area, facilities in Northumberland achieve (at 2015) a market share of 32.3% in terms of clothing and footwear; 59.2% for books, CDs and DVDs; 48.6% for small household goods; 44.5% for recreational goods; 74.7% for chemist goods; 46.9% for electrical goods, 60.7% for DIY goods; 46.2% for furniture; and 79.1% for gardening goods. Overall, facilities in Northumberland achieve a comparison goods market share of 45.8% from the Study Area.

Table 5.22: Comparison Goods Market Share for Northumberland

Year	Clothing and footwear	Books, CDs and DVDs	Small household	Recreation goods	Chemist goods	Electrical	DIY	Furniture	Gardening
2009	33.8%	49.7%	39.1%	45.4%	75.5%	36.3%	58.5%	54.2%	73.3%
2015	32.3%	59.2%	48.6%	44.5%	74.7%	46.9%	60.7%	46.2%	79.1%
Change	-1.5%	9.5	9.5	-0.9	-0.8%	10.6%	2.2%	-8.0%	5.8%

Source: Tables 11, 13, 15, 17, 19, 21, 23, 25 and 27 at Appendix 5.

- 5.127 For comparison goods, it is generally expected that Northumberland would secure a proportion of comparison shopping trips comparable to the proportion of residents within Northumberland for those non-food categories for which shopping is generally undertaken on a more localised basis, namely, chemist and DIY goods. Northumberland achieves market shares within these two categories of 74.7% and 60.7%, respectively. It is noted that the market share secured for gardening goods is particularly high at 79.1%, which appears to be a consequence of respondents using their most proximate facility. These are slightly below the market share that might be expected given the population of Northumberland compared to the population of the Study Area, particularly in the DIY category. However, there is substantial variation in the market shares achieved within individual zones. The market share for these three categories is high in many of the individual zones, but low within those zones at the southern boundary of Northumberland, namely Zones 6 (Seaton Delaval), 7 (Ponteland), 8 (Prudhoe) and, to a lesser extent, Zone 11 (Cramlington).
- 5.128 There are a number of large DIY and gardening stores located outside of Northumberland, but in close enough proximity to cater for the needs of its residents, most notably within the administrative areas of Newcastle-upon-Tyne, North Tyneside and County Durham. Such stores include the B&Q stores at Scotswood Road in Newcastle-upon-Tyne, at Middle Engine Lane in North Shields, at London Road in Carlisle and within the Sands Industrial Estate in Swalwell, Gateshead.
- 5.129 In the remaining comparison goods categories, shoppers are generally prepared to travel further to access the wide range of provision available in large regional and sub-regional shopping destinations for their purchases, particularly in the clothing and footwear category. It is therefore expected that a lower proportion of shopping trips for clothing and footwear; books, CDs and DVDs; small household; recreational; electrical; and furniture goods would be undertaken within Northumberland given the largely rural nature of much of the County, the localised catchment area of its main centres and the proximity of Northumberland to the regional centre of Newcastle as well as other major retail destinations, such as the Metrocentre.

- 5.130 However, the market shares achieved by Northumberland are substantially lower within these comparison goods categories, ranging from a low of 32.3% for clothing and footwear shopping trips to 52.9% for books, CDs and DVDs. Whilst considerably lower than the population of the Study Area that resides within Northumberland (this being 82.9% of the population), these are still considered to be reasonable market shares given the proximity of higher order retail destinations to Northumberland and the largely rural nature of the County.
- 5.131 Accordingly, the comparison goods market shares secured by Northumberland are not considered to be problematic. Moreover, the survey findings indicate that the major retail developments delivered in Northumberland in recent years, including the Sanderson Arcade redevelopment in Morpeth, the opening of Tyne Valley Retail Park in Hexham, the expansion of Westmorland Retail Park, and the replacement and expansion of the Asda store in Ashington have all contributed to a small but significant improvement in Northumberland's market share since 2009, of 2.9 percentage points.
- 5.132 Accordingly, WYG does not consider there to be significant qualitative deficiencies in respect of comparison goods shopping in Northumberland which urgently need to be addressed. Nevertheless, WYG considers that a further improvement in the market share of Northumberland could be achieved through a substantial enhancement to the quality and quantity of Northumberland's retail facilities. This delivery of the major retail scheme in one or more of Northumberland's main centres would expand the retail offer and boost the attractiveness of Northumberland's retail offer to local residents and reduce the need for residents to travel further afield.
- 5.133 It is notable, however, that Blyth's market share has declined by 2.2 percentage points since 2009, as shown in Table 5.10, and Blyth is the only one of Northumberland's main commercial centres to have experienced such a decline. The survey findings indicate that twice as many residents in the Blyth zone (Zone 12) are now choosing to travel to Cramlington for their comparison goods shopping than in 2009 and that a greater proportion of residents from Zone 4 (Ashington West) are also now choosing to shop in Cramlington and Morpeth rather than Blyth. This is not considered to be a particular issue given the proximity of Cramlington to Blyth and that Morpeth and Cramlington are around the same distance or nearer to Zone 4 than Blyth. Notwithstanding this, should an appropriate comparison retail scheme in Blyth come forward, this would help to claw back Zone 12 residents' expenditure from Cramlington.



Study Area Residents' Suggested Town Centre Improvements

- 5.134 As part of the household survey completed, respondents were asked questions on their shopping habits in terms of visits made to the main town centres within Northumberland (the defined main and smaller commercial centres). Respondents were also asked about any improvement measures they would like to see in Northumberland's main town centres.
- 5.135 The results of the household survey found Cramlington town centre to be the most regularly visited of Northumberland's main town centres. Of the respondents who indicated that they do visit the main town centres within the County, 21.0% identified that they visit Cramlington town centre the most, 17.1% visit Morpeth town centre the most, and 13.5% visit Hexham town centre the most. The town centres which the least number of respondents identified as their most frequently visited centre were Blyth (7.7%), Alnwick (7.8%) and Ashington (9.0%). Only 2.7% of respondents stated that they don't visit any of the defined main or smaller commercial centres within Northumberland.
- 5.136 The findings for each of the seven defined main commercial centres in Northumberland are summarised below.

Alnwick Town Centre

- 5.137 Only 7.8% of all respondents who positively indicated that they visit the main town centres within Northumberland identified that they visit Alnwick town centre the most. This means that Alnwick recorded the second fewest number of regular visitors out of the seven main town centres within the local authority area.
- 5.138 Of those respondents who visit Alnwick more than any other centre, the main reason most commonly identified for choosing to visit the centre was that it is close to home, which was identified by 61.7% of respondents. The choice and range of shops available was the second most popular response, with this cited by 12.6% of respondents. When asked what measures would encourage respondents to visit the town centre more, 27.8% indicated an increased choice and range of shops, with 11.9% indicating more parking provision.

Ashington Town Centre

- 5.139 In total, 9.0% of respondents who visit the main town centres within the local authority area choose to visit Ashington town centre most regularly. Of these respondents, the most commonly identified

reason for choosing to visit this centre instead of other centres was that it is close to home, which was identified by 56.6% of respondents. The second most identified reason for choosing to visit this centre was the choice and range of shops, identified by 17.4% of respondents. Ashington received the highest proportion of respondents identifying that there is no particular reason for them choosing to visit this centre above others in the area, which was cited by 9.2% of respondents.

- 5.140 When asked what measures would encourage respondents to visit the town centre more the most popular answers were an increased range of shops (38.9%), a better environment (12.3%) and an improvement in the quality of the shops (12.2%). Over half of the regular visitors indicated that there is no measure which would encourage them to visit the town centre more often (50.6%).

Berwick-Upon-Tweed Town Centre

- 5.141 The household survey results identified that of those respondents who visit the main town centres in Northumberland, 13.1% visit Berwick-upon-Tweed town centre most regularly. The most common reason for choosing to visit this centre was it being close to home (67.8%), followed by the choice and range of shops on offer (11.9%). A small number of respondents (2.2%) identified that their main reason for choosing to visit the centre was for a day trip. Although small, this proportion of visitors undertaking day trips was the highest recorded for any of the seven main commercial centres. The three most commonly identified measures respondents identified which would encourage them to visit the town centre more often were an increased choice and range of shops (36.4%), more parking provision (15.4%) and a better environment (11.7%).

Blyth Town Centre

- 5.142 Of the seven main commercial centres, the household survey results showed Blyth town centre to have the fewest number of regular visitors, with just 7.7% of survey respondents identifying that they visit this centre the most. Of the respondents who do regularly visit Blyth, the most commonly identified reason for choosing to visit the centre above other centres was that it is close to their home, which was cited by 75.0% of respondents. Only 7.3% of regular visitors identified the choice and range of shops on offer as their main reason for visiting. This was the lowest percentage of the seven main town centres. Furthermore, 55.9% of visitors mentioned an increased choice and range of shops as a measure that would encourage them to visit more regularly.
- 5.143 The town's market was identified as a particular potential area for improvement. A total of 12.0% of the respondents who visit Blyth most regularly stated that an improved market would encourage them



to visit the town centre more often. In this regard it is noted that only 2.7% of respondents indicated that their main reason for visiting Blyth was that the town has a good market.

Cramlington Town Centre

- 5.144 The household survey results found Cramlington town centre to have the highest number of regular visitors. In total, 21.0% of respondents who make visits to the main town centres within the local authority area indicated that they most regularly visit Cramlington. As with other centres, the most frequently identified reason for choosing to visit this centre was it being close to home, identified by 48.8% of respondents. Significantly, 38.7% of respondents pointed to the choice and range of shops in Cramlington as their main reason for visiting. Cramlington recorded the highest proportion of respondents stating this positive reason as their main motivation behind visiting the centre.
- 5.145 A very high proportion of respondents who visit Cramlington (61.6%) stated that there were no measures which would encourage them to visit the centre more often. In addition, 18.0% of respondents who regularly visit Cramlington identified more parking would encourage them to visit the town centre more. Additionally, 14.4% identified an increased choice and range of shops and 3.1% identified improved leisure facilities.

Hexham Town Centre

- 5.146 In total, 13.5% of respondents who make visits to the main town centres within the local authority area were found to visit Hexham town centre most regularly. The most commonly identified reason cited by these respondents for choosing to visit this centre is that it is close to home, which was cited by 56.7% of respondents. The second most popular reason for choosing to visit this centre is the choice and range of shops, which was identified by 16.8% of respondents. In addition, 3.7% of respondents identified the quality of the town centre environment as being a main driver of their visit and 3.1% identified the centre being close to work.
- 5.147 The three most commonly identified measures which respondents identified would encourage them to visit the town centre more often were an increased choice and range of shops (23.7%), more parking provision (18.3%) and fewer charity shops (6.8%).

Morpeth Town Centre

- 5.148 The household survey results found Morpeth town centre to attract the second highest number of regular visitors. In total, 17.1% of respondents who make visits to the County's main town centres



indicated that they most regularly visit Morpeth. The main reasons for these visitors choosing to visit Morpeth again include the centre being close to home (33.1%) and the choice and range of shops on offer (27.7%). In addition, 7.5% of respondents pointed to the environmental quality of the centre and 5.3% identified the atmosphere within the centre as the main reason for them choosing to visit. Morpeth town centre received the highest proportion of respondents mentioning these two reasons as influencing their decision to visit the centre.

- 5.149 For Morpeth, as was the case for Cramlington, a very high proportion of respondents (77.0%) stated that there were no measures which would encourage them to visit the centre more often. In addition, 20.2% of respondents identified that an increased choice and range of shops would encourage them to visit the town centre more. A further 8.8% cited more car parking and 4.1% identified improved leisure facilities.



6.0 Population and Expenditure

Introduction

- 6.01 This section of the report assesses the current population and available expenditure (for both convenience and comparison goods) within the Study Area.

Study Area Population

- 6.02 For those parts of the Study Area within Northumberland (Zones 3 to 5, 9 and 11 to 15 and parts of Zones 1, 2, 6 to 8 and 10), 2011 and 2013 population data within each postal code sector was sourced from Experian Micromarketer G3 data, which was issued in October 2014. Experian's population data estimates take into consideration the findings of the 2011 Census release, which is then projected forward by Experian using growth rates derived from Office for National Statistics 2013 based population projections (sub-national population projections 2012) that take account of age, gender and socio-economic factors.
- 6.03 The Council provided population growth forecasts for the period 2011 to 2031 for the County overall and for smaller spatial areas⁴¹, which included all of the main towns and service centres in Northumberland. The total population growth in Northumberland between 2011 and 2031 was distributed across the Study zones in accordance with the distribution of population growth data for the smaller spatial areas in Northumberland. For those smaller spatial area locations that straddled more than one Study zone, for example Ashington, the total population growth was apportioned to the relevant Study zones broadly based on the expected locations and scale of housing development within that location as advised by the Council.
- 6.04 The estimated population growth within Northumberland between 2011 and 2013 (sourced from Experian) was then deducted from the 2011 to 2031 population growth forecasts for each Study zone to provide population growth forecast for the period 2013 to 2031. A constant rate of population growth was assumed between 2013 and 2031 to calculate the population growth between 2013, the 2015 base year, 2016 and then at five-year forecast intervals to 2031 (i.e. 2021, 2026 and 2031). The Northumberland population growth forecasts for each Study zone were then added to the 2013

⁴¹ Sourced from Northumberland County-Level Demographic Analysis & Forecasts (Edge Analytics, July 2015) and Northumberland Sub-County Demographic Analysis & Forecasts (Edge Analytics, July 2015), and Northumberland County Council scenario testing.



population data to provide the population forecasts for the 2015 base year and each of the forecast years.

- 6.05 The population forecasts for Northumberland upon which this Study is based are thereby consistent with the scale and distribution of housing growth, and the subsequent forecast change to population, set out in the Core Strategy Pre-submission Draft. It is therefore considered to represent an appropriate basis for the purposes of modelling future retail needs. If the forecast population change of the Draft Core Strategy's preferred growth strategy is not factored into the forecast expenditure and need for additional retail development, there is risk that associated needs will be underestimated and not appropriately addressed.
- 6.06 Outside of Northumberland (parts of Zones 1, 2, 6 to 8 and 10), the population within each Study zone at the 2015 base year and in each of the forecast years was sourced from Experian Micromarketer G3 data. Outside of Northumberland, Experian's future population projections represent the most appropriate data source for the purposes of modelling future retail needs, although it is recognised that adjoining authorities may use alternative projection data and methodologies to inform their development plans.
- 6.07 Table 6.1 sets out estimated future population growth across the Study Area in the 2015 base year and each of the forecast years (i.e. 2016, 2021, 2026 and 2031).

Table 6.1: Population by Survey Zone (2015 to 2031)

Zone	2015	2016	2021	2026	2031
1	54,400	54,500	54,900	55,200	55,400
2	33,500	33,600	34,000	34,300	34,600
3	8,300	8,400	9,100	9,900	10,600
4	17,900	18,000	18,600	19,200	19,700
5	26,200	26,500	27,800	29,200	30,500
6	24,100	24,300	24,800	25,300	25,700
7	27,500	27,700	28,500	29,400	30,200
8	28,900	29,000	29,600	30,100	30,600
9	19,200	19,300	19,700	20,200	20,600
10	19,400	19,500	19,800	20,100	20,500
11	28,700	29,100	30,800	32,600	34,300
12	30,200	30,400	31,200	32,000	32,800
13	18,600	18,700	19,000	19,300	19,700
14	25,800	25,900	26,600	27,200	27,800
15	23,100	23,200	23,600	24,000	24,400
Total	385,900	388,000	398,000	407,900	417,500

Source: Experian Micromarketer G3 data (2014 data) and Northumberland County Council.

Notes: Rounded to the nearest 100.

- 6.08 Table 6.1 shows that the Study Area population is forecast to increase from 385,900 persons at 2015 to 417,500 persons at 2031, equating to an increase in population over the 16 year forecast period of approximately 31,600 persons, or 8.2%. The population projections are substantially higher than those identified in the 2013 Study, when the population of the Study Area was projected to increase by approximately 14,600 persons over the 18 year period between 2012 and 2030. This is because of the factoring of planned housing and population growth in accordance with the Draft Core Strategy. It should be noted that a significant proportion of the planned housing development is already consented and a significant proportion have already been developed.. The most recent five year housing land supply assessment for Northumberland (up to 31 March 2015) indicates that 3,185 dwellings have been built since 2011, with extant consents providing for a further 8,230 dwellings. The Council forecasts that 8,243 dwellings will be delivered over the next five years.

Retail Expenditure

- 6.09 In order to calculate the per capita convenience and comparison retail expenditure per person in Northumberland, WYG has utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes the socio-economic characteristics of the local population into account. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG in calculating retail capacity.

- 6.10 The base year for the Experian expenditure data is 2013. Per capita retail expenditure growth forecasts have been derived from Experian Retail Planner Briefing Note 12.1, and as the forecasts are per person they can be applied to the higher population forecasts used in this Study. Appendix 3 of the Retail Planner Briefing Note identifies the annual growth forecasts for convenience and comparison goods set out in Table 6.2 which inform the assessment.
- 6.11 The latest growth forecasts suggest that the recovery from the downturn in the economy is well underway, albeit growth in convenience goods expenditure will improve over the medium and long term when compared to the current position. For convenience goods, Experian forecasts +0.5% annual growth at 2015, which is then forecast to increase to +0.8% at 2022. Whilst there is some deviation in the rate forecast thereafter, the rate of annual convenience goods growth forecast to 2030 does not fall below +0.6%.
- 6.12 By contrast, Experian identifies an immediate and relatively strong annual comparison growth rate of +4.4% at 2015. A drop in the rate of growth to +3.1% is anticipated at 2016, with growth rates thereafter to 2030 forecast to be extremely stable, within the range +3.0% to +3.3%.
- 6.13 Expenditure growth forecasts in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long term are reflective of any changes to relevant available data.

Table 6.2: Expenditure Annual Growth Rate Forecasts

Year	Convenience	Comparison
2014	-0.5	5.7
2015	0.5	4.4
2016	0.4	3.1
2017	0.5	3.0
2018	0.4	3.0
2019	0.7	3.2
2020	0.7	3.2
2021	0.5	3.0
2022	0.8	3.3
2023	0.8	3.3
2024	0.8	3.3
2025	0.7	3.3
2026	0.7	3.2
2027	0.6	3.2
2028	0.8	3.3
2029	0.6	3.3
2030	0.6	3.3
2031	0.7	3.4

Source: Appendix 3, Retail Planner Briefing Note 12.1 (October 2014).

- 6.14 Experian Retail Planner Briefing Note 12.1 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. The Study excludes any expenditure that survey respondents indicated was committed via special forms of trading and instead makes an allowance derived from Experian's recommendation in Retail Planner Briefing Note 12.1.
- 6.15 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). Accordingly, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations. Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, the approach taken is based on Experian's 'adjusted' figure (provided at Appendix 3 of its Retail Planner Briefing Note 12.1) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Table 6.3 is excluded from the per capita retail expenditure forecasts for each Study zone as sourced from Experian Micromarketer G3 data as it is not available to stores within the Study Area.

Table 6.3: Special Forms of Trading Forecasts

Year	Convenience	Comparison
2013	2.3%	11.1%
2015	2.8%	12.5%
2016	3.1%	13.2%
2021	4.4%	15.9%
2026	5.0%	15.9%
2031	5.6%	15.5%

Source: Appendix 3, Experian Retail Planner Briefing Note 12.1 (October 2014).

- 6.16 Table 6.3 indicates that growth in comparison goods expenditure committed via special forms of trading will slow across the second half of the plan period and decline slightly after 2026, after an increase of 4.4 percentage points between 2013 and 2021. Conversely, the proportion of such spending on convenience goods is forecast to grow steadily over the Study period to 2031, but with an overall lower increase of 3.3 percentage points between 2013 and 2031.
- 6.17 By applying the above growth rates and allowances for special forms of trading to the per capita convenience and comparison retail expenditure data for each Study zone and utilising the population forecasts for each zone, it is possible to produce expenditure estimates for each survey zone at 2015, 2016, 2021, 2026 and 2031. In doing so, the assessment takes into account both per capita retail expenditure growth and population change.

Convenience Goods Expenditure

- 6.18 Taking into consideration the above increases in population and per capita expenditure, it is estimated that, at 2015, the resident population of the Study Area generates some £761.6m of convenience goods expenditure⁴². Available convenience goods expenditure is then forecast to increase to £842.1m at 2031, which represents an increase of £80.5m (or 10.6%) between 2015 and 2031. This incorporates both population and income growth.

⁴² Expressed in 2013 prices, as is every subsequent monetary value.

Table 6.4: Total Available Study Area Expenditure – Convenience Goods (£m)

2015 (£m)	2016 (£m)	2021 (£m)	2026 (£m)	2031 (£m)	Growth 2015-2016 (£m)	Growth 2015-2021 (£m)	Growth 2015-2026 (£m)	Growth 2015-2031 (£m)
761.6	766.9	797.4	842.1	886.2	5.2	35.8	80.5	124.6

Source: Table 2a, Appendix 4
In 2013 prices

Main Food and Top-Up Shopping

- 6.19 The proportion of convenience goods expenditure committed through main food shopping trips and through top up shopping trips has been estimated with reference to respondents' answers to Questions 2, 7, 18 and 19 of the household survey. Questions 2 and 19 ask respondents to estimate how much they spent on their last main and top up food shopping trips, and Questions 7 and 18 ask how often they make such main and top up food shopping trips. Responses to these questions were analysed to derive an estimate of the split between main and top up expenditure on a zonal basis.
- 6.20 Across the whole of the Study Area, it is calculated (by adding together the estimates of the monetary split between main and top up shopping expenditure within each zone) that the proportion of convenience goods expenditure directed to respondents' main food shopping destination equates to 74.1% of their overall convenience shopping expenditure. The remaining 25.9% of expenditure (which will typically be spent on regular purchases such as milk, bread and so on) is therefore attributed to the respondents top up convenience shopping destination. The estimate of the split between these two types of expenditure on a zonal basis is provided below at Table 6.5.
- 6.21 By applying these estimates to the identified resident population of the Study Area, convenience goods expenditure at 2015 committed through main food shopping trips is estimated to be £561.8m and through top up shopping trips is estimated to be £199.8m.

Table 6.5: Assumed Split of Convenience Goods Expenditure between Main and Top-Up Shopping

Zone	Main Food	Top Up
1	69.9%	30.1%
2	77.3%	22.7%
3	75.8%	24.2%
4	74.1%	25.9%
5	73.6%	26.4%
6	78.7%	21.3%
7	73.3%	26.7%
8	69.9%	30.1%
9	70.6%	29.4%
10	73.0%	27.0%
11	70.3%	29.7%
12	80.9%	19.1%
13	77.6%	22.4%
14	72.1%	27.9%
15	75.6%	24.4%

Source: Derived from Table 2b, Appendix 4

Comparison Goods Expenditure

- 6.22 For comparison goods, Table 6.6 sets out the estimation that the resident population of the Study Area will generate some £1,233.9m of comparison goods expenditure at 2015. Available comparison goods expenditure is then forecast to increase to £2,138.5m at 2031, which represents an increase of £904.6m (or 73.3%) between 2015 and 2031. This is clearly a very significant increase driven primarily by the strong population growth projections across the Study Area and the strong comparison goods expenditure growth forecast over the forthcoming years.

Table 6.6: Total Available Study Area Expenditure – Comparison Goods (£m)

2015 (£m)	2016 (£m)	2021 (£m)	2026 (£m)	2031 (£m)	Growth 2015-2016 (£m)	Growth 2015-2021 (£m)	Growth 2015-2026 (£m)	Growth 2015-2031 (£m)
1,233.9	1,267.7	1,467.0	1,768.7	2,138.5	33.8	233.1	534.8	904.6

Source: Table 10, Appendix 5
In 2013 prices

- 6.23 It is noted that the forecast growth in comparison goods spending over the medium and longer term periods to 2026 and 2031 is substantially higher than estimated in the 2013 Study. Growth between 2015 and 2026 is estimated at £534.8m, whereas in the 2013 Study the level of expenditure growth between 2012 and 2027 was estimated at £438.8m (2013 prices). Growth between 2015 and 2031 is estimated at £904.6m, compared to the 2013 Study estimate of £565.0m (2013 prices) of growth

between 2012 and 2030. This increase in comparison goods expenditure growth reflects the substantially higher population growth projections for the Study Area as well as increases in the forecast per capita comparison goods expenditure growth since the 2013 Study due to improving consumer confidence.

- 6.24 For the purposes of this Study, comparison goods expenditure has been divided into nine sub-categories: 'clothing and footwear', 'books, CDs and DVDs', 'small household goods', 'toys, games, bicycles and recreational goods', 'chemist goods', 'electrical', 'DIY', 'furniture' and 'gardening'. The proportion of expenditure directed to each of the nine sub-categories is estimated by Experian on a zonal basis.
- 6.25 In considering the above, it should be noted that if an excess of expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:
- Existing development proposals;
 - Expected changes in shopping patterns; and
 - The future efficiency of retail floorspace.
- 6.26 In considering potential opportunities to meet identified needs, account is also taken of the potential provided by existing vacant units to accommodate needs.

7.0 Retail Needs in Northumberland

- 7.01 WYG has examined the need for new convenience and comparison goods floorspace over five year reporting periods from 2016 to 2031 (i.e. 2015 as the base date, 2016, 2021, 2026 and 2031) to coincide with the lifespan of the Northumberland Local Plan. At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified need or capacity identified beyond 2021 should not necessarily be viewed as justification of new retail floorspace outside of centres as this could prejudice the implementation of any emerging town centre redevelopment strategies and the development of more central sites which may be currently available or which could become available over time.
- 7.02 Set out below is an overview of the methodology employed to assess retail capacity. The capacity for future convenience and comparison retail floorspace across the Northumberland sub-region as a whole is then assessed, followed by assessments of the capacity for additional facilities within each of Northumberland's main and smaller commercial centres.
- 7.03 A complete series of quantitative capacity tables are set out at Appendix 4 (convenience goods) and Appendix 5 (comparison goods), which provide further detail in terms of the step-by-step application of the quantitative assessment methodology employed.

Capacity Formula

- 7.04 For all types of capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is Expenditure (£m) (allowing for population change and retail growth) *less* Turnover (£m) (allowing for improved 'productivity') *equals* Surplus or Deficit (£m).
- 7.05 **Expenditure (£m)** – The expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The expenditure is estimated with reference to a number of factors, namely:
- Growth in population;
 - Growth in expenditure per person per annum; and



- Special Forms of Trading (e.g. catalogue shopping / internet).

- 7.06 **Turnover (£m)** – The turnover figure relates to the annual turnover generated by existing retail facilities within the Study Area. The turnover of existing facilities is calculated using Mintel Retail Rankings and Verdict UK Grocery Retailers reports – independent analysis which lists the sales density for all major multiple retailers.
- 7.07 **Surplus / Deficit (£m)** – This represents the difference between the expenditure and turnover figures outlined above. Clearly, a surplus figure will represent an under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace is required), whereas a deficit would suggest an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).
- 7.08 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector itself there is significant variation, with electrical retailers tending to have a much higher sales density than those selling DIY or furniture goods.

Capacity for Future Retail Floorspace in the Northumberland Sub-Region

Baseline Capacity for Additional Retail Facilities

- 7.09 In order to ascertain the likely need for additional convenience goods floorspace in Northumberland, it is first necessary to consider the performance of the current provision.
- 7.10 By analysing the results from the household survey it is possible to understand the likely levels of convenience goods expenditure that are captured by each store within Northumberland and the overall level of convenience goods expenditure of the Study Area residents that is retained by facilities within Northumberland. The main and top up food shopping market shares achieved within each zone by each convenience retail destination in Northumberland, as identified from the results of the household survey, were multiplied by the total expenditure of residents within each Study zone on main and top up food shopping at 2015. The main and top up convenience goods expenditure

directed to each facility were then added together to provide a total survey-derived convenience spend estimate at 2015 for each convenience retail venue identified by the household survey.

- 7.11 For each convenience goods retail destination, consideration has been given as to whether any turnover is likely to be derived as 'inflow' from outside the Study Area. Given the strong tourist economy of some of the towns – namely Alnwick, Berwick-Upon-Tweed, Hexham, Morpeth, Amble and Haltwhistle – the survey-derived spend estimate for stores in these centres was uplifted by 5% to take account of spending at these stores drawn from residents outside of the Study Area. The assumed level of inflow to stores in these centres of 5% represents a relatively modest estimate of the additional spending likely to be derived from outside the Study Area and is based on WYG's professional judgement in the absence of available data on the visitor spending in these towns. This is different to the approach undertaken in 2013 where no allowance for inflow was applied.
- 7.12 Based on the above assumptions for inflow, an allowance has therefore been made for an additional £12.7m of spending on convenience goods in Northumberland to be generated by residents outside of the Study Area at 2015 (inflow therefore representing 2.1% of the total survey derived convenience turnover of Northumberland). The inflow allowance has the net effect of increasing the identified convenience goods survey derived turnover of facilities in Northumberland from £590.1m to £602.8m at 2015. Details of the assumptions in respect of inflow are set out within Tables 4 and 7 at Appendix 4.
- 7.13 The current overall trading position of existing convenience facilities in Northumberland can then be ascertained by comparing the total survey derived turnover (including the inflow allowance) of facilities across each convenience retail destination in Northumberland with the expected 'benchmark' (or anticipated) turnover of existing provision (based on nationally published trading information from Mintel and Verdict).
- 7.14 The benchmark turnover indicates the level of turnover that a store or stores would generally be expected to attract, based on company average trading levels. The benchmark turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Where it has not been possible to verify the exact quantum of floorspace provided by existing smaller-scale convenience stores, it is assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover).

- 7.15 As this assessment is based upon a 'goods based' approach which disaggregates expenditure by category type, it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. However the amount of floorspace dedicated to non-food sales varies significantly between operators. To account for this, the typical ratio between convenience and comparison goods provision for each operator⁴³ has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.
- 7.16 Whilst survey results are commonly accepted as a means by which to identify existing shopping patterns, their findings should be treated with a 'note of caution' as they tend to have a bias towards larger stores and national multiple retailers, and can understate the role of smaller stores and independent retailers. However, in order to minimise any bias, WYG's methodology asks respondents where they 'last' undertook their main food or top up shopping and shopping for different types of comparison goods, rather than where they 'usually' undertake such purchases.
- 7.17 It is notable that there is likely to be some additional convenience goods floorspace which is not picked up by the survey. However, any such floorspace will be very limited in a rural area such as Northumberland. Accordingly, the absence of any such floorspace in the assessment is not considered to be of any material significance given the strategic nature of this Study.
- 7.18 Table 7.1 below appraises the future baseline capacity for additional convenience goods retail floorspace in Northumberland, taking account of the current convenience goods trading position compared against the benchmark turnover of existing convenience goods facilities in Northumberland. It should be noted that this baseline analysis does not take account of existing commitments of new convenience retail floorspace commitments in Northumberland, which is considered later in this section.
- 7.19 Accordingly, Table 7.1 sets out the benchmark turnover of existing convenience retail facilities in Northumberland in the 2015 base year and projects this forward to 2031 assuming that the benchmark turnover of existing floorspace will vary in accordance with rates of floorspace efficiency growth set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1⁴⁴.

⁴³ Derived from Verdict UK Food & Grocery Retailers (2014)

⁴⁴ Account has been made for the turnover efficiency of convenience goods floorspace to change in accordance with the projections set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014), these being -0.4% per annum between 2015 and 2016, -0.2% per annum between 2017 and 2021, and 0.1% between 2022 and 2031. Operators have historically been able to make their existing floorspace more productive over time. However, the negative turnover efficiency growth rates for convenience floorspace in the period up to 2021 and limited positive growth beyond 2021 reflect current

7.20 The £590.1m of convenience goods expenditure generated by residents of the Study Area and claimed by destinations within the Northumberland County area (including town centres, local centres, free-standing stores and so on) equates to a market share of 77.5% of all convenience goods expenditure generated by residents within the Study Area. The current market share represents an increase from the 73.9% market share identified by the 2013 and 2011 studies which were based on the findings of the 2009 household survey. Given the opening of new and enlarged convenience goods shopping facilities over this time frame, this is not surprising.

7.21 As stated above, once inflow is allowed for (£12.7m) then the total derived turnover of existing facilities at 2015 is £602.8m as shown in Table 7.1, which is below the estimated benchmark turnover of the existing convenience goods floorspace of £606.9m and an expenditure deficit of -£4.1m at 2015 is therefore identified. This suggests that, taken cumulatively, existing convenience goods facilities in Northumberland are 'undertrading' when compared to their expected turnover. Overall, therefore, it appears that existing food retail provision in Northumberland is currently slightly greater than that required to meet the existing quantitative need. However, there are spatial variations to this pattern.

Table 7.1: Baseline Capacity for Convenience Goods Facilities in the Northumberland County Area

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	606.9	602.8	-4.1
2016	604.4	606.9	2.5
2021	598.4	631.1	32.7
2026	601.4	666.5	65.0
2031	604.4	701.4	97.0

Source: Table 7N of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (77.5%) claimed by facilities within the Study Area and inflow assigned to specific towns at 5%.

2013 Prices

7.22 WYG has 'rolled forward' the Study Area's current market share of 77.5% in order to identify the likely convenience goods floorspace required to meet future convenience goods retail needs. Allowing for growth in population, the limited forecast increases in convenience goods expenditure, forecast increases in spending on 'special forms of trading', changes in floorspace efficiency and inflow of expenditure deriving from residents outside of the Study Area, it is estimated that by 2021 there will

forecasts for convenience goods floorspace productivity to fall in the short term and remain relatively static over the overall Study period.

be a modest expenditure surplus of £32.7m across Northumberland. This surplus will rise to a more substantial £65.0m at 2026 and to £97.0m at 2031.

- 7.23 Turning to comparison goods capacity, it is important to note that this methodology deviates from that which was deployed in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision given the diverse nature of comparison goods floorspace (including retail warehousing, high street multiples, independent retailers, the different types of non-food sectors they operate in and so on). Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area and the nature of the catchment. As a consequence, the approach adopted with comparison goods floorspace that it is trading 'at equilibrium' at 2015 (i.e. the survey derived turnover estimate effectively acts as benchmark). It is therefore assumed that there is nil quantitative need for any additional floorspace across Northumberland in the 2015 base year. This is different to the approach undertaken in the 2013 Study where the comparison goods expenditure capacity was set against a benchmark analysis of existing comparison goods retail facilities.
- 7.24 As for convenience goods, the results of the household survey have been used to estimate the likely levels of comparison goods expenditure captured by each comparison retail destination within Northumberland and the overall level of comparison goods expenditure which originates within the Study Area which is retained by facilities within Northumberland. For each of the nine individual categories of comparison goods, the market share achieved within each zone by each comparison retail destination in Northumberland as identified from the results of the household survey was multiplied by the total expenditure generated by residents within each category of goods and Study zone at 2015. The spend at each facility across the nine categories was then added together to provide an overall survey-derived comparison spend estimate for each comparison retail facility at 2015.
- 7.25 The analysis identifies that in 2015 existing facilities within the Northumberland County area achieve a combined comparison goods turnover of £564.7m derived from the Study Area. This equates to a market share of 45.8% of all comparison goods expenditure generated by residents of the Study Area, and represents an increase in market share to that found based on the 2009 household survey (42.9%). This is not unexpected given the qualitative and quantitative improvements to the County's comparison offer through major developments like Sanderson Arcade and the extension to Westmoreland Retail Park. This illustrates the impact such investments can have on spending retention.

- 7.26 As with the convenience goods assessment, an allowance has been made for a level of inflow to specific town centres with a tourist related offer – namely Alnwick, Berwick-Upon-Tweed, Hexham, Morpeth, Amble and Haltwhistle – of 5% of the survey-derived comparison spend in each town drawn from the Study Area. It is considered that a 5% allowance for inflow in these centres represents a cautious estimate of the additional comparison goods spending likely to be drawn from residents outside the Study Area. Based on the above assumptions for inflow, an allowance has therefore been made for an additional £14.4m of spending on comparison goods in Northumberland at 2015 to be generated by residents outside of the Study Area, equating to 2.6% of the total £564.7m of comparison expenditure in the County drawn from Study Area residents. Based on the current market share and inflow assumptions, comparison goods floorspace is currently collectively trading at £579.1m.
- 7.27 Table 7.2 below appraises the future baseline capacity for additional comparison goods retail floorspace in Northumberland prior to taking account of existing planning commitments for new comparison retail floorspace in Northumberland, which is considered later in this section. Table 7.2 sets out the total comparison turnover of existing stores in Northumberland in the 2015 base year and projects this forward to 2031 assuming that the turnover efficiency of existing floorspace will grow in accordance with rates of floorspace efficiency growth set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (on the basis that operators are generally able to make their existing floorspace more productive over time)⁴⁵.

Table 7.2: Baseline Capacity for Comparison Goods Facilities in the Northumberland County Area

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	579.1	579.1	0.0
2016	592.5	595.0	2.5
2021	654.1	688.6	34.4
2026	729.3	830.2	100.8
2031	813.1	1,003.7	190.6

Source: Table 32N of Appendix 5

¹ Allows for increased turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 Addendum (October 2014)

² Assumes constant market share (45.8%) claimed by facilities within the Study Area and inflow to specific towns, which equates to approximately 2.6%.
2013 Prices

⁴⁵ Account has been made for the turnover efficiency of comparison goods floorspace to change in accordance with the projections set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014), these being 2.3% per annum between 2015 and 2016, 2.0% per annum between 2017 and 2021, and 2.2% between 2022 and 2031. Operators have historically been able to make their existing floorspace more productive over time and in the comparison sector, improvements in floorspace efficiency are forecast to be maintained over the Study period.

- 7.28 Rolling forward the current market share of 45.8%, assuming that the current comparison goods market share of facilities in Northumberland is maintained over the forecast period, and making an allowance for inflow of expenditure deriving from residents outside of the Study Area it is estimated that the total available convenience goods expenditure in Northumberland will increase from £579.1m in 2015 to £688.6m at 2021 and to £1003.7m at 2031.
- 7.29 Given the forecast increases in population and comparison goods expenditure over the Study period, it is estimated that by 2021 there will be an expenditure surplus to support additional comparison goods floorspace within Northumberland of £34.4m as set out in Table 7.2. This surplus is forecast to increase to £100.8m at 2026 and then to £190.6m at 2031. The identified surplus is significantly more than that derived in the 2013 Study, primarily due to the substantially higher population growth forecasts in the current Study.

Commitments for New Retail Floorspace in Northumberland

- 7.30 There are a number of commitments for new retail floorspace in Northumberland that are expected to draw on the surplus convenience and comparison goods expenditure available in Northumberland. As summarised in Tables 7.3 and 7.4, it is estimated that the extant retail planning permissions⁴⁶ for new convenience goods floorspace in Northumberland will turnover around £26.8m in the 2015 base year.
- 7.31 A number of large supermarkets schemes were identified as committed developments in the 2013 Study, most of which have since been delivered and have commenced trading. The current planning commitments comprise a new Aldi in Alnwick, a new Lidl in Bedlington, the relocation and expansion of a Lidl in Blyth, a new foodstore in Cramlington and a Nisa store in Guide Post, which are all of a relatively modest scale compared to the large supermarkets built since 2013. It is noted that the Aldi store in Alnwick and the Nisa in Guide Post both opened in September 2015, but as this was after the completion of the household survey in July 2015. Accordingly, both stores are included in the assessment as committed developments.
- 7.32 It is noted that the proposed relocation of the Lidl foodstore in Blyth, which currently trades from a unit at Albion Retail Park in the town, would free up an existing 1,124 sq.m gross retail unit for occupation by another retailer. This floorspace is not taken into account as a commitment as the vacated Lidl unit would not represent new floorspace. However, the potential for another retailer to occupy this unit is taken into consideration when interpreting the findings of the quantitative assessment of retail capacity for Blyth later in this section.

⁴⁶ As reported by Northumberland Council to WYG at January 2016.

7.33 In addition, there is an extant consent for 465 sq.m of Class A1, A2, A4 or D2 floorspace as part of the housing development at Loansdean, Morpeth (LPA ref. 11/02454FUL). As it is still not clear at this time what use class the consented floorspace will accommodate, this has been excluded from the current commitments. This development should be monitored going forward in relation to the quantitative need for convenience floorspace in Morpeth identified in the study.

Table 7.3: Extant Convenience Commitments within the Study Area at January 2016

Zone	Planning Application Reference	Proposal	Net Convenience Sales (sq.m)	Estimated Convenience Sales Density (£ per sq.m)	Estimated Turnover at 2015 (£m)	Status
2	13/02550/FUL	Aldi at former Willis Of Alnwick Ltd South Road Alnwick	900	11,748	10.6	Opened in September 2015
4	14/02006/FUL	Nisa at former Queens Head Pub, Front Street, Guide Post	196	6,795	1.3	Opened in September 2015
5	15/03266/FUL	Lidl foodstore, site of Bedlington Day Centre, Schalksmuhle Road, Bedlington	1,139	3,522	4.0	Approved 07/01/16
11	14/04059/OUT	A1 Unit, at former Cramlington Library, Forum Way, Cramlington	650	10,776	7.0	Approved 25/06/15
12	15/03270/FUL	Lidl foodstore, land north west of South Quay Nursing Home, Cowpen Road, Blyth	453	3,522	1.6	Approved 07/01/16
13	15/01046/FUL	Home Bargains at former Morrisons unit, Stanley Terrace, Morpeth	290	7,703	2.2	Under construction
Total			3,339	-	26.8	

Source: Table 6 at Appendix 4

¹ Uplift in convenience sales area floorspace associated with the relocation and expansion of the existing store. 2013 Prices

7.34 Table 7.4 indicates that more than twice as much comparison goods floorspace is committed through extant planning permissions than that identified for convenience goods. Due to typically lower sales densities being achieved for comparison goods, it is estimated that together these commitments would account for around £35.8m of comparison goods expenditure were they implemented at 2015.

7.35 It is noted that planning permission remains extant for the mixed-used development of land south of Broom House Lane adjacent to Prudhoe town centre (LPA ref. 20070183) to include 4,366 sq.m of food retail and 2,853 sq.m of non-food retail units, along with 660 sq.m of office space and 34 apartments. The scheme was permitted in December 2012. However, the development has not yet commenced and the proposed anchor tenant for the scheme (Sainsbury's) has withdrawn interest. A subsequent outline planning application for the development of some 70 to 80 dwellings in the northern half of the same site was approved in January 2015 (LPA ref. 13/03076/OUT). Current

indications are that the development of the site for retail uses is unlikely to go ahead and the proposed retail development on the site has not therefore been included as a commitment in assessing retail need.

- 7.36 Full details of the assumptions made in estimating the turnover of commitments are provided in the notes which accompany Table 6 of Appendix 4 (convenience retail) and Table 31 at Appendix 5 (comparison retail).

Table 7.4: Extant Comparison Commitments within the Study Area at January 2016

Zone	Planning Application Reference	Proposal	Net Comparison Sales (sq.m)	Estimated Comparison Sales Density (£ per sq.m)	Estimated Turnover at 2015 (£m)	Status
1	13/02212/F UL	New retail unit, Tweedbank Retail Park, Berwick	411	3,638	1.5	Approved 08/11/13
2	13/02550/F UL	Aldi at Former Willis Of Alnwick Ltd South Road Alnwick	225	7,379	1.7	Opened in September 2015
		Retail Unit	270	3,000	0.8	Approved 17/03/14
2	15/00512/F UL	Pets at Home, Land North East Of Leisure Centre Willowburn Avenue, Alnwick	683	2,622	1.8	Approved 19/06/2015
5	15/03266/F UL	Lidl foodstore, site of Bedlington Day Centre, Schalksmuhle Road, Bedlington	285	818	0.23	Approved 07/01/16
9	14/01921/V ARYCO	Construction of a non-food retail unit, land At Marks & Spencer, Maidens Walk, Hexham	1,482	5,864	8.7	Approved 21/08/2014 Construction commenced
9	15/02794/F UL	Redevelopment for a mix of retail, residential and commercial uses, Hexham Bus Station, Priestpopple, Hexham	1,681	3,000	5.0	Approved 07/01/16
11	14/04059/O UT	Redevelopment for A1 retail unit and/or D2 unit, Former Cramlington Library, Forum Way, Cramlington	650	3,638	2.4	Approved 25/06/2015
11	15/01125/F UL	Change of use from D2 (Assembly & Leisure) to Class A1 (Retail), Gala Bingo Club, Manor Walks Retail Park, Forum Way, Cramlington	492	3,638	1.8	Approved 17/03/2014
12	15/03270/F UL	Lidl foodstore, land north west of South Quay Nursing Home, Cowpen Road, Blyth	114	818	0.1	Approved 07/01/16
13	15/01046/F UL	Next store at former Morrisons unit, Stanley Terrace, Morpeth	1,492	4,241	6.3	Under construction
		Home Bargains	539	7,703	4.2	
		Pets at Home	518	2,622	1.4	
Total			8,842	-	35.8	

Source: Table 31 at Appendix 5
2013 Prices

Residual Quantitative Need for Additional Retail Floorspace Post Implementation of Commitments

- 7.37 Table 7.5 below sets out the residual convenience expenditure capacity in Northumberland, taking into account the turnover requirements of extant planning commitments for new convenience retail floorspace. It is assumed that all of the estimated convenience turnover of the commitments will be drawn from the available expenditure within Northumberland. The residual convenience expenditure capacity is then converted to a maximum and minimum floorspace requirement. The minimum figure is based on the identified need being met through the delivery of a new foodstore by one of the leading supermarket operators (Asda, Morrisons, Sainsbury's or Tesco) and the maximum figure relates to need being met by independent or discount operators, which generally achieve lower sales densities.
- 7.38 After existing commitments are taken into account, a small positive convenience goods residual of £6.3m is expected to remain in the short term period up to 2021 as shown in Table 7.1, increasing to £38.5m in the medium term period to 2026 and to £70.3m at 2031. This would be sufficient to support the development of between 500 sq.m and 1,300 sq.m net of convenience goods floorspace in Northumberland by 2021, and between 5,400 sq.m and 14,100 sq.m net in the overall Study period to 2031. Even accounting for the existing commitments, therefore, there is a modest residual expenditure available to support the development of additional convenience retail provision in Northumberland in the medium and longer term periods to 2026 and 2031.

Table 7.5: Residual Quantitative Need for Additional Convenience Goods Floorspace in Northumberland Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	-4.1	26.8	-30.8	-2,400	-6,200
2016	2.5	26.7	-24.2	-1,900	-4,900
2021	32.7	26.4	6.3	500	1,300
2026	65.0	26.5	38.5	3,000	7,800
2031	97.0	26.7	70.3	5,400	14,100

Source: Table 8N at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed £13,018 per sq.m (based on the average sales density of the leading four supermarkets as identified by Verdict 2014)

³ Average sales density assumed to be £5,000 per sq.m

*Rounded to the nearest 100 sq.m

At 2013 prices

- 7.39 Table 7.6 below sets out the residual comparison expenditure capacity in Northumberland taking into account the turnover requirements of extant commitments for new comparison retail floorspace. It is

assumed that all of the estimated comparison turnover of the commitments drawn will be drawn from the available expenditure within Northumberland. Table 7.6 identifies that the existing commitments for new comparison retail floorspace in Northumberland will absorb all of the surplus expenditure arising in the period up to 2021. In the longer term, a comparison goods expenditure residual of £55.8m remains at 2026 once the turnover requirements of existing commitments are taken into account, increasing to £140.3 at 2031.

- 7.40 In order to account for the differing trading performance of potential end operators, sales densities of £3,000 per sq.m and £5,000 per sq.m have been applied to the identified residual expenditure. Allowing for increases in the productivity of existing floorspace, it is estimated that by 2026 there will be a requirement for an additional 8,900 sq.m to 14,800 sq.m net of comparison retail floorspace in Northumberland, depending on the format of the floorspace and assuming the current market share of existing comparison retail facilities in Northumberland is maintained. The requirement rises to between an additional 20,000 sq.m and 33,300 sq.m of net floorspace by 2031, by which time increases in comparison goods expenditure are forecast to be substantial.

Table 7.6: Residual Quantitative Need for Additional Comparison Goods Floorspace in Northumberland Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	35.8	-35.8	-7,200	-11,900
2016	2.5	36.6	-34.1	-6,700	-11,100
2021	34.4	40.4	-6.0	-1,100	-1,800
2026	100.8	45.1	55.8	8,900	14,800
2031	190.6	50.3	140.3	20,000	33,300

Source: Table 33N at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m

³ Average sales density assumed to be £3,000 per sq.m

*Rounded to the nearest 100 sq.m

At 2013 prices

Capacity for Future Retail Floorspace in Northumberland's Commercial Centres

- 7.41 This section of the report seeks to attribute any identified capacity requirements spatially to an appropriate defined commercial centre. The main commercial centres comprise Alnwick, Ashington, Berwick-upon-Tweed, Blyth, Cramlington, Hexham and Morpeth, and the smaller commercial centres comprise Amble, Bedlington, Haltwhistle, Ponteland and Prudhoe. The assessment for each centre is set out below.

Alnwick Town Centre

Convenience Goods Retailing

- 7.42 In terms of convenience goods shopping, existing facilities in Alnwick are identified to achieve a convenience goods turnover drawn from the Study Area of £46.9m at 2015, equating to market share of 6.2% (previously 6.3% in 2009) of all such expenditure generated within the defined Study Area. It is also assumed that an additional £2.3m (5.0% of the convenience goods turnover drawn from the Study Area) will be drawn as inflow, which increases the derived turnover to £49.3m at 2015. By applying company average sales densities to the identified existing floorspace in Alnwick, it is estimated that the existing convenience floorspace has a benchmark turnover of £47.4m.

Table 7.7: Trading Performance of Current Foodstores in Alnwick

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ¹	Net Convenience Floorspace (sq.m) ²	Benchmark Sales Density (£ per sq.m) ³	Benchmark Turnover (£m)	Survey Derived Turnover (£m)
Alnwick						
Morrisons, Fenkle Street	2,904	1,634	1,307	13,388	17.5	21.3
Co-operative Supermarket, Bondgate	701	466	407	8,146	3.3	0.3
Iceland, Bondgate	992	543	508	7,615	3.9	1.2
Other Alnwick town centre	-	-	-	-	0.7	0.7
Out-of-Centre						
Co-operative, Victoria Road	320	213	186	8,146	1.5	0.5
Lidl, South Road	1,393	1,035	828	3,522	2.9	11.4
Sainsbury's, Willowburn Avenue	3,624	1,882	1,359	12,684	17.2	13.5
Willowburn	-	-	-	-	0.4	0.3
Total	9,934	5,753	4,595	-	47.4	49.3

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015 2013 Prices

- 7.43 Table 7.7 indicates that existing convenience goods facilities are trading broadly in line with expectations at 2015 with a small level of 'overtrading' (£1.9m) currently occurring. As indicated in Table 7.8, it is estimated that the expenditure surplus is subsequently expected to increase to £2.4m by 2016. It is noted that the market share has remained relatively consistent with that identified from the 2009 household survey despite the opening of a Lidl store in the town since 2009, suggesting that trade for that store was drawn from other stores in the Study zone rather than through clawback of any expenditure leakage. WYG expects the surplus expenditure to increase to £4.9m by 2021, £7.5m by 2026 and then to £10.1m by 2031.

Table 7.8: Baseline Capacity for Convenience Goods Facilities in Alnwick

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	47.4	49.3	1.9
2016	47.2	49.6	2.4
2021	46.7	51.6	4.9
2026	47.0	54.5	7.5
2031	47.2	57.3	10.1

Source: Table 7A of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (6.2%) claimed by facilities in Alnwick with inflow of 5% 2013 Prices

- 7.44 Table 7.9 below sets out the residual convenience expenditure capacity in Alnwick taking into account the turnover requirements of the extant commitments for new convenience retail floorspace. It is assumed that all of the estimated convenience turnover of the commitments within Alnwick will be drawn from the expenditure available within Alnwick. The development of a new Aldi store on South Road in Alnwick, which opened in September 2015, is expected to achieve a convenience turnover of turnover of £10.6m at 2015 and extinguishes any need for additional convenience goods floorspace in the town over the Study period to 2031 based on the town's existing market share.

Table 7.9: Residual Quantitative Need for Additional Convenience Goods Floorspace in Alnwick Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	1.9	10.6	-8.7	-700	-1,700
2016	2.4	10.5	-8.1	-600	-1,600
2021	4.9	10.4	-5.6	-400	-1,100
2026	7.5	10.5	-3.0	-200	-600
2031	10.1	10.5	-0.4	0	-100

Source: Table 8A at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner 12.1 (October 2014)

² Average sales density assumed to be £13,018 per sq.m at 2015

³ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Comparison Goods Retailing

- 7.45 For comparison goods shopping, Alnwick attracts £51.4m of expenditure from the Study Area, equating to a market share of approximately 4.2%. WYG has also estimated that Alnwick will benefit

from a level of inflow given its tourist offer, and the survey derived turnover of facilities is £53.9m at 2015 allowing for an inflow of 5%.

- 7.46 Given the expected improvement in the turnover of existing floorspace, it is estimated that only a very a modest expenditure surplus (of £3.2m) will be apparent at 2021 to support additional comparison goods floorspace. The surplus is estimated to increase to £9.4m at 2026 and to £17.7m by 2031.

Table 7.10: Baseline Capacity for Comparison Goods Facilities in Alnwick

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	53.9	53.9	0.0
2016	55.2	55.4	0.2
2021	60.9	64.1	3.2
2026	67.9	77.3	9.4
2031	75.7	93.5	17.7

Source: Table 32A of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (4.2%) claimed by facilities in Alnwick with inflow of 5% 2013 Prices

- 7.47 WYG understands that there are extant planning permissions for new comparison retail floorspace in Alnwick that, once built, will have an estimated comparison goods turnover of £4.3m at 2015. Assuming that all of the estimated comparison turnover of the commitments within Alnwick will be drawn from the expenditure available within Alnwick, these would extinguish any capacity up to 2021 as set out in Table 7.11 below. However, by 2026, a positive expenditure residual of £4.0m is identified increasing to £11.8m in the overall Study period to 2031. This would be sufficient to support between 1,700 sq.m and 2,800 sq.m net of comparison retail floorspace in the town by 2031, depending on the type and format of operators.

Table 7.11: Residual Quantitative Need for Additional Comparison Goods Floorspace in Alnwick Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	4.3	-4.3	-900	-1,400
2016	0.2	4.4	-4.1	-800	-1,300
2021	3.2	4.8	-1.6	-300	-500
2026	9.4	5.4	4.0	600	1,100
2031	17.7	6.0	11.8	1,700	2,800

Source: Table 33A at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing

Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Ashington Town Centre

Convenience Goods Retailing

- 7.48 Table 7.12 indicates that existing convenience goods facilities in Ashington are identified to be trading above expected levels by £18.8m (or 29%) at 2015. This is less than the level of overtrading previous identified (73%). Existing stores have an estimated benchmark turnover of £65.0m at 2015 when, in fact, cumulatively they are turning over £83.8m.

Table 7.12: Trading Performance of Current Foodstores in Ashington

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ¹	Net Convenience Floorspace (sq.m) ²	Benchmark Sales Density (£ per sq.m) ³	Benchmark Turnover (£m)	Survey Derived Turnover (£m)
Ashington						
Asda, Lintonville Terrace	9,914	5,343	3,206	13,901	44.6	54.6
Iceland, Woodhorn Road	709	483	469	7,615	3.6	1.7
Lidl, Northern Relief Road	1,664	965	772	3,552	2.7	6.5
Local Shops, Ashington town centre	-	-	-	-	4.3	4.3
Out-of-Centre						
Aldi, Morpeth Road	1,612	883	706	11,748	8.3	14.7
Other Ashington	-	-	-	-		
Co-operative, Milburn Road	320	213	186	8,186	1.5	2.0
Total	14,219	7,887	5,713	-	65.0	83.8

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.49 The source of the overtrading is the very strong performance of the existing Asda store at Lintonville Terrace, but also the strong performance of both the Lidl and Aldi discount stores but is to some degree offset by the undertrading to a limited degree of the Iceland store.
- 7.50 Based on a continuation of the existing market share (11.0%), Table 7.13 identifies that there is currently a significant expenditure residual available to support additional convenience goods floorspace, equating to £18.8m at 2015. This is estimated to rise to £23.7m at 2021, to £28.3m at 2026, and to £32.8m at 2031. These are significantly lower than the surplus expenditure rates found in 2013.
- 7.51 There are no commitments within or proximate to Ashington that will impact on the identified expenditure capacity for new convenience goods floorspace in the town. The residual expenditure available to support new convenience goods floorspace in Ashington is therefore the same as the identified surplus expenditure and equates to a convenience goods floorspace requirement of between 1,800 sq.m and 4,800 sq.m net at 2021, increasing slightly to between 2,500 sq.m and 6,600 sq.m net at 2031, which would be sufficient to support the convenience goods element associated with an additional medium-sized supermarket (with approximately 2,500 sq.m net convenience floorspace). As noted above, the maximum floorspace requirement figures relate to the need being met by independent or discount operators, which are unlikely to deliver the scale of floorspace needs identified for Ashington in Table 7.13 under the maximum floorspace requirement.

Table 7.13: Baseline Capacity for Convenience Goods Facilities in Ashington

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{2*}	Max ^{3*}
2015	65.0	83.8	18.8	1,400	3,800
2016	64.7	84.4	19.7	1,500	4,000
2021	64.1	87.7	23.7	1,800	4,800
2026	64.4	92.7	28.3	2,200	5,700
2031	64.7	97.5	32.8	2,500	6,600

Source: Table 7B of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (11.0%) claimed by facilities in Ashington

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

Comparison Goods Retailing

- 7.52 Overall, existing comparison goods facilities in Ashington are identified to have a turnover of £77.1m, all of which is derived from the Study Area. This equates to a market share of 6.2%, which is comparable to that found in 2013. WYG has not assumed any inflow for Ashington.
- 7.53 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, it is estimated that by 2021 there will be an expenditure surplus of £4.6m to support additional comparison goods floorspace within Ashington. As set out in Table 7.14, this surplus is forecast to increase to £13.4m at 2026 and then to £25.4m at 2031. There are no commitments within or proximate to Ashington that will impact on the identified expenditure capacity for new comparison goods floorspace in the town and the residual expenditure available to support new convenience goods floorspace in Ashington is therefore the same as the identified surplus expenditure. This equates to a floorspace requirement of between 800 sq.m and 1,400 sq.m net at 2021, increasing to between 3,600 sq.m and 6,000 sq.m net at 2031, indicating that there is considerable quantitative scope for new comparison goods floorspace in the town over the plan period.

Table 7.14: Baseline Capacity for Comparison Goods Facilities in Ashington

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{2*}	Max ^{3*}
2015	77.1	77.1	0.0	0	0
2016	78.8	79.2	0.3	100	100
2021	87.0	91.6	4.6	800	1,400
2026	97.1	110.5	13.4	2,100	3,600
2031	108.2	133.6	25.4	3,600	6,000

Source: Table 32B of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (6.2%) claimed by facilities in Ashington

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

- 7.54 It is noted that the Action for Market Towns Benchmarking Update exercise in Section 4 suggests that the vacancy rate in Ashington, in terms of the number of vacant units, is higher than the averages for north east small towns, national small towns and towns classified in the same typology as Ashington. Potentially, some of the identified floorspace requirement in Ashington could be met by the refurbishment and reoccupation of vacant units in the town. It is recommended that the Council give

consideration to opportunities provided by existing vacant units to meet some quantitative needs and review the below requirements in this context.

Berwick-upon-Tweed Town Centre

Convenience Goods Retailing

- 7.55 The analysis provided below at Table 7.15 indicates that the existing convenience goods provision is trading well below the expected level, this compares to the previous slightly overtrading position in 2013. WYG notes that the Tesco store opened since completion of the last survey in 2009, and with this new store trading at broadly expected benchmark levels, the store turnover has had an effect on the trading performance of the Morrisons at North Road, which was previously significantly overtrading by £23.2m⁴⁷ is now trading at 17% below expected levels, so has seen a significant impact (loss of about a third of its trade) on its previous trading level. The results also show that other facilities such as the Farmfoods in the town centre, the Asda on Main Street and the M&S Simply Food are all trading well below expected levels, as set out in Table 7.15. The Somerfield/Co-operative in Castlegate has also closed and has reopened as a B&M.

Table 7.15: Trading Performance of Current Foodstores in Berwick-upon-Tweed

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Berwick-upon-Tweed						
Farmfoods, Northumberland Rd	688	448	425	7,026	3.0	0.3
Other Berwick	-	-	-	-	1.0	1.0
Out-of-Centre						
Asda, Main Street	2,704	1,568	1,051	13,901	14.6	9.7
Aldi, North Road	1,159	686	549	11,748	6.5	16.2
Tesco, Old Road	4,619	2,284	1,729	12,099	20.9	19.7
M&S Simply Food, Northumberland Road	1,127	562	536	11,578	6.2	0.4
Morrisons, North Road	6,020	3,068	2,454	13,388	32.9	27.3
Other	-	-	-	-	1.5	1.5
Total	16,317	8,617	6,745	-	85.6	76.2

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

⁴⁷ The overtrading identified in the 2013 Study has been converted from 2011 to 2013 prices.

- 7.56 Notwithstanding this, the results found that the Aldi store on North Road is trading significantly above expected levels at £16.3m, this being the third highest turnover behind Tesco and Morrisons. The previous household survey suggested that the Aldi performed poorly and its improved popularity reflects the national performance of the operator. The results show that the market share of Berwick-upon-Tweed was previously 10.3% but is now 9.5%, showing a decline overall, despite improvements in out-of-centre market share. WYG allows for a convenience goods inflow of £3.6m into the town.
- 7.57 By rolling forward the current market share of 9.5% and even after making an allowance for inflow, it is estimated that there is a convenience expenditure deficit in Berwick-upon-Tweed in the period up to 2026 and an expenditure surplus of just £3.3m in the overall Study period to 2031, confirming that there is no or very limited capacity for new floorspace based on the retention of the existing market share over the plan period (between 300 sq.m and 700 sq.m net by 2031). There is no requirement to actively promote new provision, especially given the prior performance of existing town centre foodstores. There are no commitments for new convenience retail floorspace in Berwick-upon-Tweed.

Table 7.16: Baseline Capacity for Convenience Goods Facilities in Berwick-upon-Tweed

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{2*}	Max ^{3*}
2015	85.6	76.2	-9.5	-700	-1,900
2016	85.3	76.7	-8.6	-700	-1,700
2021	84.5	79.8	-4.7	-400	-1,000
2026	84.9	84.2	-0.6	0	-100
2031	85.3	88.7	3.3	300	700

Source: Table 7C of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (9.5%) claimed by facilities in Berwick-upon-Tweed

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

Comparison Goods Retailing

- 7.58 Table 7.17 indicates that existing comparison goods facilities within Berwick-upon-Tweed and its surrounding area are identified have a survey derived trading level of £82.7m at 2015, which equates to a market share of 6.4%. This represents an increase on the 6.2% found in 2013 and 2011 based on the 2009 household survey findings. Of this, it is estimated that £3.9m at 2015 (or 5%) is derived from inflow.

7.59 Given the forecast increases in comparison goods expenditure and population (allowing for year on year increases in the productivity of existing floorspace), it is estimated that by 2021 there will be an expenditure surplus of £4.9m to support additional comparison goods floorspace within Berwick, prior to taking account of any commitments. As set out in Table 7.17, this surplus is forecast to increase to £14.4m at 2026 and then to £27.2m at 2031. Account has been made for the turnover efficiency of existing comparison goods floorspace to increase (on the basis that operators are generally able to make their existing floorspace more productive over time)⁴⁸.

Table 7.17: Baseline Capacity for Comparison Goods Facilities in Berwick-upon-Tweed

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	82.7	82.7	0.0
2016	84.6	84.9	0.4
2021	93.4	98.3	4.9
2026	104.1	118.5	14.4
2031	116.1	143.3	27.2

Source: Table 32C of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (6.4%) claimed by facilities in Berwick-upon-Tweed and 5% inflow 2013 Prices

7.60 There is some relatively small scale comparison goods floorspace proposed in Berwick-Upon-Tweed, which is estimated will absorb any capacity up to 2016, based on the existing market share being retained. However, as set out in Table 7.18 below, it is expected that by 2021 between 600 sq.m and 1,000 sq.m net of comparison retail floorspace could be accommodated in the town, increasing to between 3,600 sq.m and 6,000 sq.m net in the period up to 2031, once existing commitments are taken into account.

⁴⁸ Such increases have been derived from the projections set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (these being +2.3% at 2016, +2.0% per annum between 2017 and 2021, and +2.2% between 2022 and 2031)

Table 7.18: Residual Quantitative Need for Additional Comparison Goods Floorspace in Berwick-upon-Tweed Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	1.5	-1.5	-300	-500
2016	0.4	1.5	-1.2	-200	-400
2021	4.9	1.7	3.2	600	1,000
2026	14.4	1.9	12.5	2,000	3,300
2031	27.2	2.1	25.1	3,600	6,000

Source: Table 33C at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing

Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Blyth Town Centre

Convenience Goods Retailing

- 7.61 Based on the results of the household survey, Table 7.19 indicates that existing convenience facilities within Blyth are identified to be trading below expected levels by £10.8m (or 10.5%) at 2015; this is a major change given that facilities in 2009 were overtrading. The recorded undertrading occurs because of the poor performance of the larger Asda store on Cowpen Road. Nevertheless, this store remains the most popular food destination in Blyth, with a survey derived turnover of £33.2m, followed by the Morrisons store which attracts a survey derived turnover of £27.6m, which is also identified to be trading below benchmark levels by 9.2%. In contrast, the discount foodstore performance is strong, with the Aldi at Cowpen Road trading £6.1m above its expected benchmark level. The Lidl at Albion Retail Park is also trading £1.0m above its expected benchmark level. Notwithstanding the strong performance of the discount foodstores overall, due to the poor performance of the Asda and Morrisons stores, facilities in Blyth are cumulatively undertrading.
- 7.62 The overall market share for facilities in Blyth has declined from 15.5% at 2009 to 12.1% at 2015. The results show that this is due to the decline of the main food market share, which in 2009 was 19.4% and is now 14.7%. By way of contrast, the top up food market share has increased in Blyth during the same period. Based on a continuation of the current market share of 12.1%, and the current undertrading experienced, there is no identified quantitative need for additional facilities in the short to medium term as shown in Table 7.20 below, with a small expenditure surplus arising over the overall Study period to 2031.

Table 7.19: Trading Performance of Current Foodstores in Blyth

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Blyth						
Iceland, Market Street	337	229	222	7,615	1.7	0.5
Morrisons, Regent Street	5,572	2,840	2,272	13,388	30.4	27.6
Local Shops, Blyth town centre	-	-	-	-	3.9	3.8
Out-of-Centre						
Aldi, Cowpen Road	1,368	811	649	11,748	7.6	13.7
Asda Superstore, Cowpen Road	9,547	5,145	3,087	13,901	42.9	33.2
Asda Supermarket (Formerly Netto), Cowpen Road	1,340	1,075	720	13,901	10.0	9.1
Lidl, Albion Retail Park	1,110	825	660	3,522	2.3	3.3
Co-operative, Newcastle Road	810	485	423	8,146	3.5	0.9
Co-operative, Southend Ave	242	145	127	8,146	1.0	0.3
Total	20,326	11,555	8,521	-	103.3	92.5

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

Table 7.20: Baseline Capacity for Convenience Goods Facilities in Blyth

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2016	103.3	92.5	-10.8
2017	102.9	93.1	-9.8
2021	101.9	96.8	-5.0
2026	102.4	102.3	-0.1
2031	102.9	107.5	4.7

Source: Table 7D of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (12.1%) claimed by facilities in Blyth
2013 Prices

7.63 Table 7.21 below sets out the residual convenience expenditure capacity in Blyth taking into account the turnover requirements of the extant commitment for the relocation and expansion of the town's Lidl store. The development of the new Lidl store is expected to absorb an additional £1.6m of convenience expenditure compared to the existing store, all of which is expected to be drawn from the expenditure available within Blyth. The uplift in Lidl's turnover associated with the replacement store further increases the expenditure deficit identified in Blyth under the baseline assessment over

the period to 2026. The very limited positive residual remaining in the period up to 2031 suggests that there is no need to plan for new convenience goods floorspace in Blyth over the plan period.

Table 7.21: Residual Quantitative Need for Additional Convenience Goods Floorspace in Blyth Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	-10.8	1.6	-12.4	-1,000	-2,500
2016	-9.8	1.6	-11.4	-900	-2,300
2021	-5.0	1.6	-6.6	-500	-1,300
2026	-0.1	1.6	-1.7	-100	-300
2031	4.7	1.6	3.1	200	600

Source: Table 8D at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £13,018 per sq.m at 2015

³ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Comparison Goods Retailing

- 7.64 In terms of the existing comparison turnover, the existing facilities within Blyth have a survey derived turnover of £64.4m at 2015. This equates to a market share of 5.2% within the Study Area. It is noted note that Blyth's market share has declined since 2009 where it was 7.4%.
- 7.65 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, it is estimated that by 2021 there will be an expenditure surplus of £3.8m to support additional comparison goods floorspace within Blyth. This increases to £11.2m at 2026 and £21.2m at 2031.

Table 7.22: Baseline Capacity for Comparison Goods Facilities in Blyth

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	64.4	64.4	0.0
2016	65.8	66.1	0.3
2021	72.7	76.5	3.8
2026	81.0	92.2	11.2
2031	90.4	111.5	21.2

Source: Table 32D of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (5.2%) claimed by facilities in Blyth
2013 Prices

- 7.66 Table 7.23 below sets out the residual expenditure capacity taking account of the small amount of new comparison retail floorspace committed in Blyth as part of the proposed relocation and expansion of the town's Lidl store, which is estimated would achieve a comparison goods turnover of £0.1m at 2015. The residual expenditure available in Blyth would be sufficient to support between 700 sq.m and 1,100 sq.m net of new comparison retail floorspace in the town by 2021, depending on the type and format of operators, increasing to between 3,000 sq.m and 5,000 sq.m net by 2031.
- 7.67 WYG is therefore of the opinion that there is a requirement for additional comparison goods floorspace within the medium to long term in Blyth. It is noted that the commitment for the relocation of the town's Lidl store will free up Lidl's existing 1,124 sq.m gross retail unit within Albion Retail Park in Blyth, which would be sufficient to meet the modest comparison floorspace requirement identified for Blyth in the short term period up to 2021. However, in line with 'town centre first' principles, consideration could be given to whether there are any new town centre sites capable of accommodating Blyth's additional floorspace requirement in order to protect against any further decline of Blyth's market share over the medium and longer term.

Table 7.23: Residual Quantitative Need for Additional Comparison Goods Floorspace in Blyth Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	0.1	-0.1	0	0
2016	0.3	0.1	0.2	0	100
2021	3.8	0.1	3.7	700	1,100
2026	11.2	0.1	11.1	1,800	2,900
2031	21.2	0.1	21.0	3,000	5,000

Source: Table 33D at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Cramlington Town Centre

Convenience Goods Retailing

- 7.68 Table 7.24 indicates that existing convenience goods facilities within Cramlington are identified to turn over circa £74.7m at 2015, which is above the expected level of £70.9m. It is notable, however, that shopping patterns across Cramlington may have not yet settled following the recent closure of the Morrisons store at the Brockwell Centre in March 2015. At the time the household survey was completed in July 2015, the former Morrisons unit was vacant, but it has since been re-occupied by

Home Bargains. The new Home Bargains store includes an element of convenience goods floorspace which is reported to include a limited selection of fresh and frozen produce and is likely to result in a slight reduction in the identified overtrading within Cramlington.

- 7.69 The results show that facilities in Cramlington have a convenience goods market share of 9.8%; this has increased from 8.5% in 2009, which is an increase of 1.3 percentage points. The survey indicates that the improvement in performance is largely attributable to the Sainsbury's store, which was previously undertrading but is now overtrading by circa 10%. Consistent with the national trends, the results identify an improved performance for the Aldi store at Cumbrian Road, which is now significantly overtrading with a turnover of £18.4m compared to its benchmark of £7.3m. This appears to have had a significant impact on the Asda's turnover which is trading at 10% below expected levels; this store was previously trading nearly 50% above its benchmark levels at 2009.

Table 7.24: Trading Performance of Current Foodstores in Cramlington

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Cramlington						
Asda, Manor Walks Shopping Centre	4,851	2,728	1,828	13,901	25.4	22.9
Iceland, New Cramlington Shopping Centre	423	288	280	7,615	2.1	0.3
M&S Simply Food, Manor Walks	1,022	715	682	11,578	7.9	1.9
Sainsbury's, Manor Walks Shopping Centre	5,025	2,828	2,042	12,684	25.9	28.8
Local Shops, Cramlington town centre	-	-	-	-	0.5	0.5
Out-of-Centre						
Aldi, Cumbrian Road	1,409	771	617	11,748	7.3	18.4
Other						
Other Cramlington	-	-	-	-	1.9	1.9
Total	11,708	6,615	4,766	-	70.9	74.7

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.70 Assuming that the existing convenience goods market share of facilities in Cramlington (of 9.8%) is maintained over the Study period and taking the overtrading identified at 2015 into account, Table 7.25 identifies that there is surplus capacity of £8.3m to support additional convenience goods floorspace in Cramlington in the short term to 2021. This is estimated to increase to £12.3m at 2026

and to £16.3m at 2031. However, it is likely that the surplus convenience expenditure capacity in Cramlington is slightly below the levels identified in the assessment due to the recent opening of the Home Bargains store at the Brockwell Centre.

Table 7.25: Baseline Capacity for Convenience Goods Facilities in Cramlington

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	70.9	74.7	3.8
2016	70.6	75.2	4.6
2021	69.9	78.2	8.3
2026	70.3	82.6	12.3
2031	70.6	86.9	16.3

Source: Table 7E of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (9.8%) claimed by facilities in Cramlington 2013 Prices

- 7.71 Table 7.26 below sets out the residual convenience expenditure capacity in Cramlington taking into account the potential convenience retail turnover requirement associated with extant planning permission for the redevelopment of the former Cramlington library. The permission allows the redevelopment of the library for an A1 retail unit and/or a D2 unit. At this stage the final use of the unit is not known. Assuming that the site will be developed entirely for retail use and that 50% of the floorspace will be convenience retail floorspace (with the remaining 50% comparison retail floorspace), the estimated convenience goods turnover of the proposed development would be £7.0m at 2015, all of which is expected to be drawn from the expenditure available within Cramlington.
- 7.72 As a consequence of the commitment for new retail floorspace in Cramlington, a small expenditure residual of £1.4m at 2021 remains available to support the development of new convenience goods floorspace. The expenditure residual rises to £5.4m in the period up to 2026 and to £9.3m across the overall Study period to 2031. This would be sufficient to support between 700 sq.m and 1,900 sq.m net of convenience retail floorspace in the town by 2031, depending on the type and format of operators.
- 7.73 However, given the uncertainty over the end use of the former Cramlington library commitment, it is recommended that the need for additional convenience goods floorspace in Cramlington as identified in Table 7.26 is treated with caution and is reviewed on a regular basis.

Table 7.26: Residual Quantitative Need for Additional Convenience Goods Floorspace in Cramlington Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	3.8	7.0	-3.2	-200	-600
2016	4.6	7.0	-2.4	-200	-500
2021	8.3	6.9	1.4	100	300
2026	12.3	6.9	5.4	400	1,100
2031	16.3	7.0	9.3	700	1,900

Source: Table 8E at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £13,018 per sq.m at 2015

³ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Comparison Goods Retailing

7.74 Cramlington's comparison goods facilities have seen a market share improvement from 6.5% to 7.1% since 2009. As a consequence, current facilities turn over circa £87.9m at 2015.

7.75 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, it is estimated that by 2021 there will be an expenditure surplus of £5.2m to support additional comparison goods floorspace within Cramlington as set out in Table 7.27. This is estimated to increase to £15.3m at 2026 and to £28.9m at 2031. Again, it is expected that the surplus comparison expenditure in Cramlington will be slightly lower than indicated in Table 7.27 due to the opening of a Home Bargains store in Cramlington subsequent to the completion of the household survey.

Table 7.27: Baseline Capacity for Comparison Goods Facilities in Cramlington

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	87.9	87.9	0.0
2016	89.9	90.3	0.4
2021	99.3	104.5	5.2
2026	110.7	126.0	15.3
2031	123.4	152.4	28.9

Source: Table 32E of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (7.1%) claimed by facilities in Cramlington
2013 Prices

7.76 Additional and remodelled floorspace commitments in Cramlington could provide around 1,142 sq.m of additional comparison sales floorspace. Clearly, the scale of floorspace in the pipeline is significant

and, even though its implementation would likely realise some improvement in market share, it acts to extinguish any real need for additional provision in the short term up to 2021. As shown in Table 7.28 below, the identified residual need of £10.1m at 2026 and £23.1m at 2031 translates into a convenience floorspace requirement of between 1,600 and 2,700 sq.m net at 2026, increasing to between 3,300 sq.m and 5,500 sq.m net at 2031.

- 7.77 As with convenience goods, it is recommended that the need for new comparison goods floorspace in Cramlington is monitored on a regular basis, given the uncertainty over the end use of the former Cramlington library commitment.

Table 7.28: Residual Quantitative Need for Additional Comparison Goods Floorspace in Cramlington Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	4.2	-4.2	-800	-1,400
2016	0.4	4.3	-3.9	-800	-1,300
2021	5.2	4.7	0.5	100	200
2026	15.3	5.2	10.1	1,600	2,700
2031	28.9	5.8	23.1	3,300	5,500

Source: Table 33E at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Hexham Town Centre

Convenience Goods Retailing

- 7.78 In terms of convenience goods shopping, existing facilities in Hexham are identified to achieve a convenience goods turnover drawn from the Study Area of £68.2m at 2015, equating to market share of 9.0% of all such expenditure generated within the defined Study Area. This has decreased slightly since the previous Study in 2013, when the convenience facilities secured a 10.2% market share of Study Area expenditure. It is also assumed that an additional £3.4m (5.0% of the convenience goods turnover drawn from the Study Area) will be drawn as inflow from outside the Study Area, which increases the survey derived turnover to £71.6m at 2015.
- 7.79 The survey indicates that existing convenience goods retail provision in and around Hexham turns over less expenditure than would be expected based on the benchmark turnover of the town. A number of the foodstores are undertrading, including the M&S at Maidens Walk, the Tesco Extra on

Alemouth Road and the Iceland on Fore Street. However, the Aldi is significantly overtrading, at approximately £12.9m above benchmark average. Collectively, convenience goods facilities undertrade by £11.1m at 2015.

Table 7.29: Trading Performance of Current Foodstores in Hexham

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Hexham						
Marks & Spencer, Maidens Walk	1,623	974	929	11,578	10.8	2.5
Iceland, Fore Street	885	467	453	7,915	3.5	2.1
Local Shops, Hexham town centre	-	-	-	-	2.9	2.9
Tesco Extra, Alemouth Road	8,864	5,397	3,508	12,099	42.4	27.6
Waitrose, Wentworth Park	2,622	1,433	1,178	13,080	15.4	15.8
Aldi, Haugh Lane Industrial Estate	1,333	790	632	11,748	7.4	20.3
Out-of-Centre						
Tynedale Retail Park	-	-	-	-	0.38	0.38
Total	15,327	9,061	6,701	-	82.8	71.6

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015/2013 Prices

- 7.80 Through maintaining Hexham's existing convenience goods market share of 9.0% of expenditure generated within the Study Area and making a 5% allowance for inflow from outside of the Study Area, it is identified that there is no substantial requirement for additional convenience goods floorspace. Even by 2031, the identified expenditure surplus is just £0.9m. Accordingly, it is not considered that there is any significant need for any new additional convenience goods floorspace in the town even over the longer term. There are no specific commitments for new convenience goods floorspace in Hexham, though it should be noted that a limited amount of convenience goods floorspace will be brought forward through the development of a new B&M store at Maidens Walk and through Poundstretcher's occupation of a unit at Tyne Valley Retail Park. It is anticipated that this additional floorspace will account for the small convenience goods surplus identified at 2031.

Table 7.30: Baseline Capacity for Convenience Goods Facilities in Hexham

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{2*}	Max ^{3*}
2015	82.8	71.6	-11.1	-900	-2,200
2016	82.4	72.1	-10.3	-800	-2,100
2021	81.6	75.0	-6.6	-500	-1,300
2026	82.0	79.2	-2.8	-200	-600
2031	82.4	83.4	0.9	100	200

Source: Table 7F of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (9.0%) claimed by facilities in Hexham and 5% inflow 2013 Prices

Comparison Goods Retailing

- 7.81 Table 7.31 below demonstrates that the existing turnover of the comparison goods floorspace within Hexham is £95.7m at 2015. Of this, £91.2m is drawn from residents of the Study Area, accounting for 7.4% of the comparison expenditure of Study Area residents, and the remaining £4.6m is assumed to be derived from inflow drawn from residents outside of the Study Area.
- 7.82 Given the forecast increases in comparison goods expenditure and population, allowing for year on year increases in the productivity of existing floorspace and assuming a constant market share, it is estimated that by 2021 there will be an expenditure surplus of £5.7m to support additional comparison goods floorspace within Hexham. Table 7.31 below indicates that this surplus is forecast to increase to £16.7m at 2026 and then to £31.5m at 2031.

Table 7.31: Baseline Capacity for Comparison Goods Facilities in Hexham

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	95.7	95.7	0.0
2016	97.9	98.4	0.4
2021	108.1	113.8	5.7
2026	120.6	137.2	16.7
2031	134.4	165.9	31.5

Source: Table 32F of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (7.4%) claimed by facilities in Hexham and 5% inflow 2013 Prices

- 7.83 The development of a new B&M store at Maidens Walk in Hexham and the mixed-use redevelopment of the Hexham Bus Station site are estimated to absorb all the surplus comparison expenditure

capacity identified in the period up to 2026. However, over the overall Study period up to 2031 it is estimated that the residual expenditure capacity, taking account of existing commitments, will be £12.2m. This would be sufficient to support between 1,700 sq.m (net) and 2,900 sq.m (net) of new comparison floorspace in Hexham in the period up to 2031.

- 7.84 At the time of finalising our report, Poundstretcher had just taken occupation of the remaining vacant new build unit at Tyne Valley Retail Park in Hexham, providing 698 sq.m gross floorspace, which (based on the retention of Hexham's current market share) will also act to claim expenditure from the identified surplus.

Table 7.32: Residual Quantitative Need for Additional Comparison Goods Floorspace in Hexham Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	13.7	-13.7	-2,700	-4,600
2016	0.4	14.0	-13.6	-2,700	-4,400
2021	5.7	15.5	-9.8	-1,700	-2,900
2026	16.7	17.3	-0.6	-100	-200
2031	31.5	19.3	12.2	1,700	2,900

Source: Table 33F at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Morpeth Town Centre

Convenience Goods Retailing

- 7.85 Table 7.33 indicates that existing convenience goods facilities in Morpeth achieve a survey defined turnover of £55.1m at 2015, which compares to an expected benchmark turnover of £47.8m. Of particular note is the level of overtrading of the Morrisons on Dark Lane, which is trading at £9.3m above benchmark and the Lidl at Stanley Terrace, which is estimated to be trading £7.5m above benchmark. Morpeth currently has a market share of 6.9% of the total convenience expenditure within the Study Area. Since the previous Study was undertaken, the old Morrisons store closed and the new, larger store at Dark Lane opened. As such, it is likely that the trips to the original Morrisons were redistributed to the new store.

Table 7.33: Trading Performance of Current Foodstores in Morpeth

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Morpeth						
Morrisons, Dark Lane	4,847	2,470	1,976	13,388	26.5	35.8
M&S Simply Food, Market Place	1,623	974	929	11,578	10.8	5.8
Lidl, Stanley Terrace	1,180	877	702	3,522	2.5	10.0
Iceland, Bridge Street	903	476	462	7,615	3.5	0.5
Local Shops, Morpeth town centre	-	-	-	-	1.3	1.3
Out-of-Centre						
Sainsbury's Local, Shields Road	586	270	257	12,684	3.3	1.7
Total	9,139	5,067	4,335	-	47.8	55.1

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.86 Given this overtrading and assuming maintenance of Morpeth's current market share, WYG estimates that the expenditure surplus will increase to £10.6m at 2021, to £13.6m at 2026 and to £16.6m at 2031.

Table 7.34: Baseline Capacity for Convenience Goods Facilities in Morpeth

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	47.8	55.1	7.4
2016	47.6	55.5	7.9
2021	47.1	57.7	10.6
2026	47.3	60.9	13.6
2031	47.6	64.1	16.6

Source: Table 7G of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (6.9%) claimed by facilities in Morpeth and 5% inflow

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

- 7.87 Table 7.35 below sets out the residual expenditure capacity taking account of the relatively small amount of new convenience retail floorspace committed in Morpeth as part of the proposed redevelopment of the former Morrisons store on Stanley Terrace. The scheme will include a Home

Bargains store, which is estimated would achieve a convenience goods turnover of £2.2m at 2015. The residual expenditure available in Morpeth would be sufficient to support between 700 sq.m and 1,700 sq.m net of new comparison retail floorspace in the town by 2021, depending on the type and format of operator, increasing to between 1,100 sq.m and 2,900 sq.m net by 2031. In light of the above, WYG considers there to be a clear quantitative need for additional convenience goods floorspace within Morpeth even in the short term. As stated in paragraph 7.33 of this report, the Council should continue to monitor the extant permission at Loansdean for 465 sq.m of commercial floorspace to determine if it will in due course accommodate some of this need for convenience need.

Table 7.35: Residual Quantitative Need for Additional Convenience Goods Floorspace in Morpeth Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	7.4	2.2	5.1	400	1,000
2016	7.9	2.2	5.7	400	1,100
2021	10.6	2.2	8.4	700	1,700
2026	13.6	2.2	11.4	900	2,300
2031	16.6	2.2	14.3	1,100	2,900

Source: Table 8G at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £13,018 per sq.m at 2015

³ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Comparison Goods Retailing

- 7.88 In terms of the existing comparison turnover, the existing facilities within Morpeth have a survey derived turnover of £60.2m at 2015. This equates to a market share of 4.6% of comparison goods expenditure generated within the Study Area.
- 7.89 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, it is estimated that by 2021 there will be an expenditure surplus of £3.6m to support additional comparison goods floorspace within Morpeth. This increases to £10.5m at 2026 and £19.8m at 2031.
- 7.90 The commitment the redevelopment of the former Morrisons store in Morpeth town centre for a Next, Pets at Home and Home Bargains is estimated to absorb all the surplus comparison expenditure capacity identified in the period up to 2026. A small positive residual of £3.2m is identified in the overall Study period to 2031. As demonstrated below by Table 7.37, this would be sufficient to support between 500 sq.m and 800 sq.m net of new comparison floorspace in Morpeth in the period

up to 2031. WYG is therefore of the opinion that there is only a relatively limited quantitative requirement for additional comparison goods floorspace in Morpeth over the entire reporting period to 2031.

Table 7.36: Baseline Capacity for Comparison Goods Facilities in Morpeth

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	60.2	60.2	0.0
2016	61.5	61.8	0.3
2021	67.9	71.5	3.6
2026	75.7	86.2	10.5
2031	84.5	104.2	19.8

Source: Table 32G of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (4.6%) claimed by facilities in Morpeth and 5% inflow

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015

2013 Prices

Table 7.37: Residual Quantitative Need for Additional Comparison Goods Floorspace in Morpeth Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	11.8	-11.8	-2,400	-3,900
2016	0.3	12.1	-11.8	-2,300	-3,900
2021	3.6	13.4	-9.8	-1,700	-2,900
2026	10.5	14.9	-4.4	-700	-1,200
2031	19.8	16.6	3.2	500	800

Source: Table 33F at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Amble Town Centre

Convenience Goods Retailing

- 7.91 In terms of the trading performance of existing floorspace in Amble, Table 7.38 identifies that existing convenience goods facilities in Amble are trading significantly below expected levels at 2015. The survey derived turnover of £4.7m is approximately £3.7m below the expected benchmark turnover. In particular, both of the Co-operative and Tesco Express on Queen Street are undertrading.

7.92 The convenience facilities within Amble account for 0.6% of the total convenience market share within the Study Area.

Table 7.38: Trading Performance of Current Foodstores in Amble

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Amble						
Co-operative Supermarket, Queen Street	734	440	384	8,146	3.1	2.2
Tesco Express, Queen Street	769	328	312	12,099	3.8	0.9
Local Shops, Amble town centre	-	-	-	-	0.8	0.8
Out-of-Centre						
Co-operative, Newburgh Street	166	99	86	8,146	0.7	0.8
Total	1,669	867	782	-	8.4	4.7

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

7.93 If it is assumed that the limited market share of Amble continues, there is no quantitative need for additional convenience goods floorspace throughout the entire reporting period. However, the household survey indicates that, within Amble's principal zone of influence (Zone 15), a large proportion of the convenience goods expenditure is directed to facilities elsewhere, principally Ashington (primarily the Asda on Lintonville Terrace) and Blyth. As reported in the 2013 Study and in Section 5 of this Study, WYG considers there to be a significant qualitative need to improve the shopping provision within Amble to provide additional choice and reduce the need to travel further afield.

Table 7.39: Baseline Capacity for Convenience Goods Facilities in Amble

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	8.4	4.7	-3.7	-300	-700
2016	8.3	4.7	-3.6	-300	-700
2021	8.3	4.9	-3.3	-300	-700
2026	8.3	5.2	-3.1	-200	-600
2031	8.3	5.5	-2.9	-200	-600

Source: Table 7H of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.6%) claimed by facilities in Amble and 5% inflow

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

- 7.94 Tesco's plans to develop a large format foodstore in the town, which were abandoned in January 2015, would have addressed this and would likely have resulted in an increase in convenience goods retention in Zone 15. It is considered that such an opportunity remains valid given the low current market share of the town. There are currently no commitments for new retail floorspace in Amble.

Comparison Goods Retailing

- 7.95 Table 7.40 below identifies that the existing turnover of the comparison goods floorspace within Amble is £6.2m at 2015. Of this, £5.9m is drawn from the Study Area (accounting for 0.5% of the comparison expenditure of Study Area residents), and the remaining £0.3m is assumed to be inflow drawn from outside of the Study Area. Table 7.40 below identifies that there is very limited capacity for additional comparison goods floorspace within Amble for the short, medium and long term. In monetary terms, this surplus is £1.1m at 2026 and £2.0m at 2031.
- 7.96 As a consequence, WYG does not consider there to be any substantive requirement for additional comparison floorspace in Amble even in the medium to long term.

Table 7.40: Baseline Capacity for Comparison Goods Facilities in Amble

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	6.2	6.2	0.0	0	0
2016	6.4	6.4	0.0	0	0
2021	7.0	7.4	0.4	100	100
2026	7.8	8.9	1.1	200	300
2031	8.7	10.8	2.0	300	500

Source: Table 32H of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.5%) claimed by facilities in Amble and 5% inflow

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015
2013 Prices

Bedlington Town Centre

Convenience Goods Retailing

- 7.97 Table 7.41 indicates that Bedlington achieves a survey derived convenience goods turnover of £11.0m at 2015, which is above the benchmark turnover of £7.5m. This equates to a market share of 1.4% (previously 2.0%) of all expenditure generated within the defined Study Area.
- 7.98 The overall level of survey derived turnover has reduced slightly since the 2013 Study. This slight reduction is likely due to the closure of the Tesco Express in Bedlington, which followed Tesco's announcement that it would close 43 of its unprofitable stores across the country. However, in light of the low level of reduction in the survey derived turnover, it is clear that the remainder of the expenditure has been redistributed to the other existing stores within Bedlington. In particular, the survey derived turnover of the Morrisons store on Choppington Road has increased significantly from £3.8m in 2013 to £10.5m in 2015.
- 7.99 Table 7.42 indicates that by rolling forward the current 1.4% market share of facilities in Bedlington an expenditure surplus of £3.5m is evident at 2015, increasing to £4.1m at 2021 and to £5.3m at 2031.

Table 7.41: Trading Performance of Current Foodstores in Bedlington

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Bedlington						
Morrisons, Choppington Road	1,007	655	524	13,388	7.0	10.5
Local Shops, Bedlington town centre	-	-	-	-	0.5	0.5
Total	1,007	655	524	-	7.5	11.0

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

Table 7.42: Baseline Capacity for Convenience Goods Facilities in Bedlington

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	7.5	11.0	3.5
2016	7.5	11.1	3.6
2021	7.4	11.5	4.1
2026	7.4	12.2	4.7
2031	7.5	12.8	5.3

Source: Table 71 of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (1.4%) claimed by facilities in Bedlington
2013 Prices

- 7.100 Table 7.43 below sets out the residual convenience expenditure capacity in Bedlington taking into account the turnover requirements of the extant commitment for development of a new Lidl store. The development of the new Lidl store is expected to absorb all of the surplus convenience expenditure capacity arising in Bedlington in the period up to 2021, with only limited residual capacity remaining over the Study period to 2031 as shown in Table 7.43.
- 7.101 This assessment is based on the assumption that the current market share of 1.4% is maintained throughout the Study period. However, Bedlington has significant leakage of both convenience and comparison spending and the fall in the convenience goods market share of Bedlington since the 2009 household survey, which corresponds to the recent closure of the town's Tesco store, suggests that the opening of a Lidl store in the town has the potential to claw back expenditure which is directed to adjoining zones/town centres. Whilst it is considered that there is currently no substantive need for additional convenience goods floorspace in Bedlington over the plan period, it is recommended that

this position is reviewed a couple of years after the opening of the Lidl store (once changes to shopping patterns are fully settled and established).

Table 7.43: Residual Quantitative Need for Additional Convenience Goods Floorspace in Bedlington Post Implementation of Commitments

Year	Convenience Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	3.5	4.0	-0.5	0	-100
2016	3.6	4.0	-0.4	0	-100
2021	4.1	4.0	0.1	0	0
2026	4.7	4.0	0.7	100	100
2031	5.3	4.0	1.3	100	300

Source: Table 8I at Appendix 4

¹ Allows for increased turnover efficiency as set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £13,018 per sq.m at 2015

³ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Comparison Goods Retailing

7.102 The comparison floorspace within Bedlington currently has a survey derived turnover of £2.8m which equates to approximately 0.2% of the market share of the defined Study Area. This represents a very slight increase on the 0.1% market share recorded at 2009.

7.103 Table 7.44 below sets out the level of available expenditure within Bedlington to support additional comparison goods floorspace. The figures demonstrate that there is very limited surplus comparison expenditure to support additional comparison floorspace, even in the long term.

Table 7.44: Baseline Capacity for Comparison Goods Facilities in Bedlington

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)
2015	2.8	2.8	0.0
2016	2.8	2.9	0.0
2021	3.1	3.3	0.2
2026	3.5	4.0	0.5
2031	3.9	4.8	0.9

Source: Table 32I of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.2%) claimed by facilities in Bedlington
2013 Prices

7.104 As set out in Table 7.45, the small amount of new comparison retail floorspace committed in Bedlington as part of the proposed development of a Lidl store (which is estimated to achieve a comparison goods turnover of £0.2m at 2015), reduces the limited comparison goods expenditure surplus still further. Accordingly, WYG does not find that there is any significant need for additional comparison goods floorspace in the town based on current spending patterns.

Table 7.45: Residual Quantitative Need for Additional Comparison Goods Floorspace in Bedlington Post Implementation of Commitments

Year	Comparison Goods Expenditure (£m)			Floorspace Requirement (sq.m net)	
	Surplus	Commitments ¹	Residual	Min ^{2*}	Max ^{3*}
2015	0.0	0.2	-0.2	0	-100
2016	0.0	0.2	-0.2	0	-100
2021	0.2	0.3	-0.1	0	0
2026	0.5	0.3	0.2	0	100
2031	0.9	0.3	0.6	100	100

Source: Table 331 at Appendix 5

¹ Allows for increased turnover efficiency as set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Average sales density assumed to be £5,000 per sq.m at 2015

³ Average sales density assumed to be £3,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

At 2013 prices

Haltwhistle Town Centre

Convenience Goods Retailing

7.105 Table 7.46 identifies that the current market share of convenience goods operators within Haltwhistle equates to a 1.2% market share across the defined Study Area. The survey identifies that the existing convenience goods facilities in Haltwhistle are trading at approximately benchmark turnover. In terms of individual facilities, the Sainsbury's at Fair Hill is significantly overtrading at £8.4m, which compares to a benchmark turnover of £5.4m. However, the Co-operative on Main Street is identified as trading significantly below its estimated benchmark turnover. The turnover of the other local shops within Haltwhistle is limited.

Table 7.46: Trading Performance of Current Foodstores in Haltwhistle

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Haltwhistle						
Co-operative Foodstore, Main Street	878	534	466	8,146	3.8	0.8
Sainsbury's, Fair Hill	771	451	428	12,684	5.4	8.4
Local Shops, Haltwhistle town centre	-	-	-	-	0.1	0.1
Total	1,649	985	792	-	9.4	9.3

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.106 Table 7.47 below summarises the level of identified capacity for additional convenience goods floorspace within Haltwhistle, when assuming a constant market share. WYG has also estimated that Haltwhistle will benefit from some inflow given its tourist offer. Therefore, taking account of the assumed 5% inflow, there is an identified surplus convenience expenditure of £0.5m at 2021, increasing to £1.5m at 2031. This level of surplus expenditure is only sufficient to support a small format convenience store of between 100 sq.m and 300 sq.m net over the Study period to 2031. It is therefore considered that there is no substantive need to plan for the delivery of any further convenience goods retail development in Haltwhistle based on the retention of the existing market share.
- 7.107 However, it is noted that the vast majority of residents within Zone 10 (Haltwhistle) have to travel further afield to access adequate main food shopping facilities, for example to Hexham and therefore it is considered that there would be a clear qualitative benefit in providing a food supermarket of appropriate scale to meet such needs in the town.

Table 7.47: Baseline Capacity for Convenience Goods Facilities in Haltwhistle

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	9.4	9.3	-0.1	0	0
2016	9.3	9.4	0.0	0	0
2021	9.2	9.7	0.5	0	100
2026	9.3	10.3	1.0	100	200
2031	9.3	10.8	1.5	100	300

Source: Table 7J of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (1.2%) claimed by facilities in Haltwhistle and 5% inflow

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

Comparison Goods Retailing

7.108 Table 7.48 below indicates that the existing comparison goods facilities within Haltwhistle are identified to have a derived trading level of £4.3m at 2015, which equates to 0.3% of the market share of the defined Study Area. This includes an estimated 5% inflow from outside of Haltwhistle, equating to £0.2m at 2015.

7.109 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, it is estimated that by 2021 there will be a very limited capacity surplus of £0.3m, increasing to £1.4m at 2031. As a consequence, there is no significant quantitative need for additional provision in the town, even over the longer term.

Table 7.48: Baseline Capacity for Comparison Goods Facilities in Haltwhistle

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	4.3	4.3	0.0	0	0
2016	4.4	4.4	0.0	0	0
2021	4.8	5.1	0.3	0	100
2026	5.4	6.1	0.7	100	200
2031	6.0	7.4	1.4	200	300

Source: Table 32J of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.3%) claimed by facilities in Haltwhistle and 5% inflow

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015

2013 Prices

Ponteland Town Centre

Convenience Goods Retailing

- 7.110 Table 7.49 indicates that existing convenience goods floorspace in Ponteland is trading below expected levels (by £3.0m) at 2015. Since the undertaking of the previous Study in 2013, the performance of the Waitrose store at Main Street has improved and it is now trading above benchmark. In contrast, the Sainsbury's and Co-operative are performing below benchmark. The overall market share of the convenience facilities in Ponteland has increased from 1.0% to 2.2%, primarily down to the improvement in the performance of the Waitrose store.

Table 7.49: Trading Performance of Current Foodstores in Ponteland

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Ponteland						
Sainsbury's Local, Bells Villa	712	512	486	12,684	6.2	2.9
Waitrose, Main Street	1,766	965	793	13,080	10.4	12.3
Co-operative, Broadway, Ponteland	657	437	382	8,146	3.1	1.4
Local Shops, Ponteland town centre	-	-	-	-	0.4	0.4
Total	3,135	1,914	1,544	-	20.0	17.0

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.111 Assuming that the current market share of 2.2% is maintained, WYG estimates that there is very limited capacity for additional convenience goods floorspace even in the medium to long term. Table 7.50 identifies an expenditure deficit throughout the Study period to 2031. It is therefore considered that there is no capacity for additional convenience floorspace within Ponteland over the Study period to 2031.

Table 7.50: Baseline Capacity for Convenience Goods Facilities in Ponteland

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	20.0	17.0	-3.0	-200	-600
2016	19.9	17.1	-2.8	-200	-600
2021	19.7	17.8	-1.9	-100	-400
2026	19.8	18.8	-1.0	-100	-200
2031	19.9	19.8	-0.1	0	0

Source: Table 7K of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (2.2%) claimed by facilities in Ponteland
2013 Prices

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

Comparison Goods Retailing

- 7.112 The comparison floorspace within Ponteland is estimated to have a total turnover of £4.9m at 2015. This comprises just 0.4% of the total market share of comparison goods expenditure generated within the defined Study Area.
- 7.113 Given the expected improvement in the turnover of existing floorspace, it is estimated that only a very a modest expenditure surplus (of just £0.9m at 2026 and £1.6m by 2031) is apparent to support additional comparison goods floorspace. The monetary surplus equates to a floorspace requirement of between 200 sq.m net and 400 sq.m net at 2031. These figures suggest that there is no pressing quantitative need to plan for additional convenience floorspace in Ponteland over the Study Period to 2031.

Table 7.51: Baseline Capacity for Comparison Goods Facilities in Ponteland

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	4.9	4.9	0.0	0	0
2016	5.0	5.1	0.0	0	0
2021	5.6	5.9	0.3	100	100
2026	6.2	7.1	0.9	100	200
2031	6.9	8.5	1.6	200	400

Source: Table 32K of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.4%) claimed by facilities in Ponteland

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015
2013 Prices

Prudhoe Town Centre

Convenience Goods Retailing

- 7.114 Table 7.52 considers the identified performance of existing convenience goods floorspace in Prudhoe against their expected benchmark. In this respect, existing facilities are identified to be trading £1.3m above their expected level at 2015. The existing convenience floorspace within Prudhoe currently secures a 1.4% market share of Study Area convenience goods expenditure, which is a decrease from the 2.1% market share in 2013. The figures below demonstrate that the Co-operative at Oakfield Terrace is overtrading by £1.3m.

Table 7.52: Trading Performance of Current Foodstores in Prudhoe

Destination	Gross Floorspace (sq.m) ¹	Net Floorspace (sq.m) ²	Net Convenience Floorspace (sq.m) ³	Benchmark Sales Density (£ per sq.m) ⁴	Benchmark Turnover (£m)	Survey Derived Turnover (£m) ⁵
Prudhoe						
Co-operative, Oakfield Terrace	2,072	1,190	1,039	8,146	8.5	9.8
Local Shops, Prudhoe	-	-	-	-	0.8	0.8
Total	2,072	1,190	1,039	-	9.3	10.6

Source: Table 5 of Appendix 4

¹ Gross and net floorspace figures sourced from Storepoint 2015 database or 2013 Study

² Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement

³ Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
2013 Prices

- 7.115 Assuming the 'rolling forward' of Prudhoe's existing 1.4% market share, it is estimated that the identified expenditure surplus will increase to £2.0m at 2021 and £3.1m at 2031. This identified capacity is relatively modest but does indicate that there is a small amount of expenditure capacity to

support additional provision in the town. The level of surplus expenditure identified would support between 200 sq.m and 400 sq.m net additional convenience floorspace at 2021 increasing to between 200 sq.m and 600 sq.m net at 2031. Such capacity would equate to a small format convenience store over the Study period to 2031 and it is therefore considered that there is currently no significant quantitative need to plan for any convenience goods floorspace in Prudhoe based on a continuation of its current market share.

Table 7.53: Baseline Capacity for Convenience Goods Facilities in Prudhoe

Year	Benchmark Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	9.3	10.6	1.3	100	300
2016	9.2	10.7	1.4	100	300
2021	9.2	11.1	2.0	200	400
2026	9.2	11.7	2.5	200	500
2031	9.2	12.4	3.1	200	600

Source: Table 7L of Appendix 4

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (1.4%) claimed by facilities in Prudhoe

³ Average sales density assumed to be £13,018 per sq.m at 2015

⁴ Average sales density assumed to be £5,000 per sq.m at 2015

*Rounded to the nearest 100 sq.m

2013 Prices

- 7.116 As noted earlier in this section, planning permission remains extant for a mixed-used development at land south of Broom House Lane (adjacent to Prudhoe town centre) to include food and non-food retail units. However, current indications are that the northern half of the site is being progressed for residential development and that the proposed mixed-use development of the site as permitted is unlikely to go ahead. It is therefore recommended that the Council continue to monitor the proposals for the development of the Broom House Lane site and review the capacity assessment for Prudhoe if plans for retail development on the site re-emerge.
- 7.117 In any case, it is considered that there would be a qualitative benefit in providing an additional main food convenience goods provision in Prudhoe in order to serve the requirements of its residents, as identified in Section 5 of this report. The introduction of an appropriately sized supermarket operated by one of the main or discount foodstore operators would improve local consumer choice and could help increase the retention of local residents' convenience food shopping trips within Prudhoe and claw back expenditure currently flowing to destinations outside of Northumberland.

- 7.118 In this regard, we note recent press reports⁴⁹ relating to two potential developments. The first would take the form of a mixed-use development off the A695 Princess Way, immediately to the south of Regents Drive Industrial Estate. It would appear that this proposal may include around 7,000 sq.m of retail floorspace in addition to Class C1, A4 and A5 units. It is likely that the proposal could accommodate one or more food retailers.
- 7.119 The second proposal relates to the development of land to the north of Prudhoe town centre, which was formerly formed part of the site for a proposed Sainsbury's foodstore. This second development could provide a number of new commercial units and also accommodate additional convenience goods retailers.
- 7.120 Accordingly, whilst the identified convenience goods quantitative need for Prudhoe is modest, should such developments secure planning permission and come forward in practice, they may be able to support an increase in Prudhoe's convenience goods market share.

Comparison Goods Retailing

- 7.121 Turning to comparison goods facilities within Prudhoe, existing floorspace has an estimated turnover of £9.7m at 2015. This equates to 0.8% of the market share of the Study Area. This market share has improved marginally since 2013, when it was recorded as 0.6%.
- 7.122 Assuming that Prudhoe will have a constant market share from 2015 onwards, and given the expected improvement in the turnover of existing floorspace, it is estimated that a very modest expenditure surplus (of £0.6m) will be apparent from 2021, increasing to £1.7m at 2026 and £3.2m at 2031. This level of surplus expenditure equates to a floorspace requirement of between 100 sq.m and 200 sq.m net at 2021, increasing to between 300 sq.m and 400 sq.m net at 2026, and to between 500 sq.m and 800 sq.m net at 2031.

⁴⁹ Headlined 'Shopping Park Bid for Prudhoe', Hexham Courant, 25 February 2016

Table 7.54: Baseline Capacity for Comparison Goods Facilities in Prudhoe

Year	Turnover of Existing Stores (£m) ¹	Derived Turnover (£m) ²	Surplus Expenditure (£m)	Floorspace Requirement (sq.m net)	
				Min ^{3*}	Max ^{4*}
2015	9.7	9.7	0.0	0	0
2016	9.9	10.0	0.0	0	0
2021	11.0	11.6	0.6	100	200
2026	12.2	13.9	1.7	300	400
2031	13.6	16.8	3.2	500	800

Source: Table 32L of Appendix 5

¹ Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner Briefing Note 12.1 (October 2014)

² Assumes constant market share (0.8%) claimed by facilities in Prudhoe

³ Average sales density assumed to be £5,000 per sq.m at 2015

⁴ Average sales density assumed to be £3,000 per sq.m at 2015
2013 Prices

- 7.123 Again, it is recommended that the Council continue to monitor the proposals for the development of the Broom House Lane site in Prudhoe and review the capacity assessment for Prudhoe if plans for retail development on the site re-emerge. The two additional proposals identified above at paragraph 7.118 also have the potential to accommodate additional comparison goods floorspace and, in considering such proposals, the Council should again review the identified quantitative need as an improvement in Prudhoe's comparison goods offer will have the potential to increase its market share.

Qualitative Need

- 7.124 As set out at paragraph 7.21 of this section, convenience goods retail facilities in Northumberland turn over £602.8m at 2015, which is slightly less than their expected benchmark turnover of £614.3m. A full assessment of the trading performance of each foodstore in Northumberland is set out in Table 5 at Appendix 4. A summary of the trading performance of foodstores in each of Northumberland's main and smaller commercial centres is provided at the beginning of the quantitative retail capacity assessments for each centre set out earlier in this section.
- 7.125 In examining the performance of specific stores, it is evident that smaller, discount supermarkets (operated by the likes of Aldi and Lidl) are generally performing better in Northumberland than food superstores⁵⁰ operated by the main four foodstore operators (Asda, Tesco, Sainsbury's and Morrisons) relative to their expected benchmark performance. In this regard, Table 7.55 below provides an

⁵⁰ Defined as having a net sales area of more than 2,500 sq.m.

overview of the current performance of the principal⁵¹ existing foodstores in Northumberland with reference to their expected trading performance.

- 7.126 The seven food superstores in Northumberland collectively turn over £222.1m at 2015, which is £22.4m less than their anticipated benchmark turnover of £244.5m. The foodstore superstore with the strongest performance is the Asda at Lintonville Terrace in Ashington, which has an estimated convenience goods benchmark turnover of £44.6m and an estimated survey derived turnover of £54.6m (it is therefore effectively overtrading by £10.1m). By way of contrast, the Tesco Extra at Alemouth Road in Hexham has a convenience goods benchmark turnover of £42.4m and an estimated survey derived turnover of just £27.6m (it is undertrading by £14.8m), and the Asda superstore at Cowpen Road in Blyth has a convenience goods benchmark turnover of £42.9m and an estimated survey derived turnover of £33.2m (it is undertrading by £9.7m).
- 7.127 Whilst the trading performance of the Tesco Extra store, in particular, is unusually poor, the difference between the benchmark turnovers and the identified trading performance of other superstores operated by the main four are not considered to be particularly unusual. Benchmark performances are clearly representative of a company's average performance and numerous stores will undertrade or overtrade in relation to benchmark without significant issues arising.
- 7.128 Notwithstanding this, when taken as a whole, the performance of the big food superstores in Northumberland is such that there does not appear to be any pressing requirement for another store of this format in the Northumberland administrative area. This is consistent with the current strategy of the main four operators who are currently being selective in respect of opportunities to bring forward additional food superstores.

⁵¹ Defined as those stores within Northumberland's commercial centres with a net sales area of 600 sq.m or more.

Table 7.55: Performance of Convenience Goods Floorspace of Principal Foodstores in Northumberland at 2015

Zone	Foodstore	Net Convenience Floorspace sq.m	Benchmark Turnover 2015 £m	Survey Derived Turnover 2015 £m	Over/Under -trading 2015 £m
1	Asda Supermarket, Main Street, Tweedmouth	1,051	14.6	9.7	-4.9
1	Aldi, North Road, Berwick-upon-Tweed	549	6.5	16.2	9.8
1	Tesco, Ord Road, Berwick-upon-Tweed	1,729	20.9	19.7	-1.2
1	Morrisons, North Road, Berwick-upon-Tweed	2,454	32.9	27.3	-5.6
2	Morrisons, Fenkle Street, Alnwick	1,307	17.5	21.3	3.8
2	Lidl, South Road, Alnwick	828	2.9	11.4	8.5
2	Sainsbury's, Willowburn Avenue, Alnwick	1,359	17.2	13.5	-3.7
4	Aldi, Morpeth Road, Ashington	706	8.3	14.7	6.4
5	Morrisons, Choppington Road, Bedlington	524	7.0	10.5	3.5
5	Asda Superstore, Cowpen Road, Blyth	3,087	42.9	33.2	-9.7
7	Waitrose, Main Street, Ponteland	793	10.4	12.4	2.0
8	Co-operative, Oakfield Terrace, Prudhoe	1,039	8.5	9.8	1.3
9	M&S Foodhall, Maidens Walk, Hexham	929	10.8	2.5	-8.3
9	Aldi, Haugh Lane Industrial Estate, Hexham	632	7.4	20.3	12.9
9	Tesco Extra, Alemouth Road, Hexham	3,508	42.4	27.6	-14.8
9	Waitrose, Wentworth Park, Hexham	1,178	15.4	15.8	0.4
11	Asda, Manor Walks, Cramlington	1,828	25.4	22.9	-2.5
11	M&S Simply Food, Manor Walks, Cramlington	682	7.9	1.9	-6.0
11	Sainsbury's, Manor Walks, Cramlington	2,042	25.9	28.8	2.9
11	Aldi, Cumbrian Road, Cramlington	617	7.2	18.4	11.1
12	Morrisons, Regent Street, Blyth	2,272	30.4	27.6	-2.8
12	Aldi, Cowpen Road, Blyth	649	7.6	13.7	6.1
12	Asda Supermarket, Cowpen Road, Blyth	720	10.0	9.1	-0.9
12	Lidl, Albion Retail Centre, Cowpen Road, Blyth	660	2.3	3.3	1.0
13	Lidl, Stanley Terrace, Morpeth	702	2.5	10.0	7.5
13	M&S Foodhall, Sanderson Arcade, Morpeth	929	10.8	5.8	-5.0
13	Morrisons, Dark Lane, Morpeth	1,976	26.5	35.8	9.3
14	Asda, Lintonville Terrace, Ashington	3,206	44.6	54.6	10.1
14	Lidl, Woodhorn Road Back, Ashington	772	2.7	6.5	3.7

7.129 However, the above Table 7.55 demonstrates that discount foodstores in Northumberland are performing strongly. This is particularly the case with the five Aldi stores in Northumberland, which cumulatively overtrade by £46.3m. Northumberland's four Lidl stores cumulatively overtrade by £20.7m. As set out at Section 2 of this report, both discount operators have substantially improved their share of the national grocery market in recent years. Notwithstanding this, the very strong performance of the discount sector in Northumberland suggests that it may currently be



underprovided for and that the Council could expect further planning applications for such uses in the short to medium term (potentially including proposals to extend existing stores). These should be considered having regard to the qualitative benefits which may result from the delivery of additional convenience goods retail facilities but also with regard to the impacts which may arise at any existing centre.

8.0 Commercial Leisure Needs

- 8.01 The approach to the assessment of quantitative need in the leisure market necessarily departs from the Study's retail methodology for a number of reasons, including the fragmentation of the market and the limited availability of data. However, the household survey undertaken to inform the Study asked respondents questions about their use of commercial leisure facilities and, through reference to market share, a view can be formed as to how the Study Area, and specifically Northumberland, currently meets the need of its population in relation to the a range of leisure sectors.
- 8.02 The analysis focuses in particular on the needs for cinema and ten-pin bowling uses within Northumberland, as these uses would require a site of significant size that may need to be proactively planned for through the development plan process. In contrast, leisure uses such as bars, pubs, restaurants, cafes, and health and fitness facilities are more readily able to respond to market demand and improvements in provision are usually delivered incrementally on a unit by unit basis.
- 8.03 National statistics have also been used in respect of the typical level of provision of specific types of facilities to assist judgement in respect of the likely future need for additional facilities in the administrative area. By reference to estimated increases in the Study Area population, this benchmarking exercise informs WYG's judgement in respect of the likely future need for additional commercial leisure facilities in the Study Area and specifically within Northumberland.
- 8.04 In considering future leisure provision, it should be noted that certain types of facility are often provided in locations proximate to large centres. Accordingly, it is anticipated that some of Northumberland's commercial leisure needs could possibly be met within or in the vicinity of centres in the adjoining authority areas which are located in close proximity to parts of Northumberland. The analysis that follows seeks to apportion future growth in commercial leisure provision on the basis of the current market share achieved by the Study Area, but this should be viewed with some flexibility in respect of how opportunities that come forward 'on the ground' can appropriately contribute to meeting identified needs.
- 8.05 For each leisure sector, it is considered that the current broad patterns of existing use, before then assessing the quantitative need for additional facilities.

Leisure Expenditure

- 8.06 The Study referred to Experian Micromarketer G3 data to obtain information on the Study Area residents' per capita expenditure on nine categories of leisure activities, which has been allowed to grow at the overall rate for leisure spending set out in Experian's Retail Planner Briefing Note 12.1⁵². Table 8.1 sets out the per capita expenditure at 2015 and the total expenditure estimated to be generated by the Study Area population across the nine leisure categories at 2015 and 2031.
- 8.07 At 2015, the per capita expenditure across the nine leisure categories is £1,179 per person, which equates to a leisure spend of £454.9m based on a Study Area population of 385,936 persons. In terms of specific leisure sectors, it is estimated that across the Study Area there is £6.1m of cinema expenditure (£16 per capita), £112.1m expenditure on alcoholic drinks (£290 per capita) and £190.0m expenditure on restaurant and cafe meals (£492 per capita).

Table 8.1: Available Study Area Expenditure – Leisure

Leisure Sector	Per Capita Expenditure at 2015 (£ per person)	Total Expenditure at 2015 (£m)	Total Expenditure at 2031 (£m)
Cinemas	16	6.1	8.1
Live entertainment: theatre, concerts, shows	29	11.2	12.1
Museums, zoos, gardens, theme parks, houses and gardens	19	7.4	8.0
Admission to clubs, dances, discos, bingo	15	5.6	6.1
Social events and gatherings	7	2.7	2.9
Subscriptions to leisure activities	14	5.5	6.0
Alcoholic drinks (away from home)	290	112.1	121.2
Restaurants and cafe meals	492	190.0	205.5
Take away meals/snack food	296	114.3	123.7
Total	1,179	454.9	493.6

- 8.08 By 2031, it is forecast that the per capita expenditure within the Study Area across the nine leisure categories will be £1,449 per person, assuming a leisure spending growth rate of 1.3% per annum between 2015 and 2031 as set out in Experian's Retail Planner Briefing Note 12.1. This equates to a total leisure spend of £605.1m based on a Study Area population of 417,476, based on the Draft Core Strategy, and represents a growth in the overall leisure spend across the nine categories of £150.1m between 2015 and 2031. Spending within the restaurant and cafe meals category will see the largest

⁵² A breakdown of the expenditure growth rates for individual leisure categories is not provided by Experian in its Retail Planner Briefing Note 12.1. The assessment of growth in leisure spending within individual categories should therefore be treated as indicative only.

increase in total expenditure between 2015 and 2031, of £62.7m, followed by spending on takeaway meals/snacks (£37.7m) and spending on alcoholic drinks (£37.0m).

Cinema

- 8.09 There are two purpose built cinemas present within Northumberland; the multiplex Vue at Manor Walks in Cramlington, which accommodates a total of nine screens and The Forum Cinema at Market Place in Hexham, an independent single screen cinema. In addition, there are several facilities in Northumberland which provide cinema screenings on a weekly or more occasional basis in theatres, community centres and social clubs, most notably: the Maltings Theatre & Cinema at Eastern Lane in Berwick-upon-Tweed; Alnwick Playhouse on Bondgate in Alnwick; and the Seahouses Hub at the end of Southfield Avenue in Seahouses.
- 8.10 As set out below at Table 8.2, the results of the household survey indicate that 37.9% of trips to the cinema which originate within the Study Area are secured by the Vue Cinema in Cramlington. More than half of all cinema trips which originate in Zones 3 to 6 and Zones 11 to 15 (Scots Gap, Ashington West, Bedlington, Seaton Delaval, Cramlington, Blyth, Morpeth, Ashington East and Amble) are undertaken at the Vue in Cramlington, with Zone 11 (Cramlington) achieving the highest share of trips to this cinema (85.4%). Overall, facilities in Northumberland attract a cinema trips market share of 50.4%, which is considered to be relatively high given that only one commercial multiplex cinema is currently located in Northumberland.
- 8.11 The popularity of the Vue Cinema in Cramlington is demonstrated by the fact that this facility secures the greatest market share of cinema trips of any destination both within and outside of Northumberland. The second most popular destination for cinema trips for residents of the Study Area is the Odeon Cinema at the Metrocentre in Gateshead, which secures a market share of 15.3%, followed by the Odeon at Silverlink Retail Park in Wallsend, which secures 13.4% of trips. The Forum Cinema in Hexham is the fourth most popular destination for trips to the cinema amongst Study Area residents alongside the Empire on Newgate Street in Newcastle-upon-Tyne, which each attract a market share of 6.3% of trips.
- 8.12 Once again, WYG estimates that the Study Area has a total estimated population of 385,936 at 2015, increasing to 417,476 at 2031. The Mintel Cinema Market report of November 2015 estimates that the UK population on average visits a cinema 2.7 times per annum and that each cinema screen attracts around 42,927 separate admissions.

Table 8.2: Study Area Market Share for Cinema Visits (%)

Zone	Address	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
Northumberland									
1	The Maltings Theatre & Cinema, Eastern Lane, Berwick-upon-Tweed	16.2	2.5	-	-	-	-	-	-
2	Alnwick Playhouse, Bondgate, Alnwick	-	23.0	5.1	-	-	-	-	-
9	The Forum Cinema, 8-9 Market Place, Hexham	-	-	6.6	-	-	-	5.9	17.2
11	Vue, Manor Walks, Forum Way, Cramlington	1.5	7.7	55.2	63.9	67.5	67.8	13.6	-
	Other Inside Northumberland	5.8	-	-	-	-	-	-	3.5
Northumberland Total		23.5	33.2	66.9	63.9	67.5	67.8	19.5	20.6
Outside Northumberland									
-	Vue, 50 Botchergate, Carlisle	-	-	-	-	-	-	-	-
-	Odeon, Fort Kinnaird Retail Park, Fort Kinnaird	32.2	-	-	-	-	-	-	-
-	Vue, Ocean Terminal, Ocean Drive, Edinburgh	13.6	-	-	-	-	-	-	-
-	Odeon, Metrocentre, Gateshead	4.3	22.2	15.5	7.6	5.8	0.0	25.4	68.3
-	Empire, The Gate, Newgate Street, Newcastle Upon Tyne	1.5	3.9	8.9	4.7	8.1	3.1	28.5	1.7
-	Tyneside Cinema, Pilgrim Street, Newcastle Upon Tyne	-	2.6	4.2	2.5	1.1	2.7	18.1	3.9
-	Odeon, Silverlink Retail Park, Osprey Drive, Wallsend	1.8	22.3	4.6	21.4	16.3	26.4	-	-
-	The Pavilion Cinema, Market Street, Galashiels	18.6	10.7	-	-	-	-	-	-

Zone	Address	9 %	10 %	11 %	12 %	13 %	14 %	15 %	Total %
Northumberland									
1	The Maltings Theatre & Cinema, Eastern Lane, Berwick-upon-Tweed	-	-	-	-	-	-	-	2.1
2	Alnwick Playhouse, Bondgate, Alnwick	-	-	-	-	-	-	14.5	2.9
9	The Forum Cinema, 8-9 Market Place, Hexham	56.4	30.2	-	-	-	-	-	6.3
11	Vue, Manor Walks, Forum Way, Cramlington	-	-	85.4	56.5	52.8	54.3	57.1	37.9
	Other Inside Northumberland	-	-	-	4.9	-	-	-	1.2
Northumberland Total		56.4	30.2	85.4	61.4	52.8	54.3	71.7	50.4
Outside Northumberland									
-	Vue, 50 Botchergate, Carlisle	-	23.9	-	-	-	-	-	1.0
-	Odeon, Fort Kinnaird Retail Park, Fort Kinnaird	-	-	-	-	-	-	-	3.7
-	Vue, Ocean Terminal, Ocean Drive, Edinburgh	-	-	-	-	-	-	-	1.6
-	Odeon, Metrocentre, Gateshead	32.4	29.9	7.2	0.0	12.7	7.4	2.4	15.3
-	Empire, The Gate, Newgate Street, Newcastle Upon Tyne	9.9	11.6	-	-	7.7	12.3	2.2	6.3
-	Tyneside Cinema, Pilgrim Street, Newcastle Upon Tyne	1.3	-	2.2	2.0	5.1	-	2.8	3.0
-	Odeon, Silverlink Retail Park, Osprey Drive, Wallsend	-	-	5.3	36.6	21.7	25.9	20.9	13.4
-	The Pavilion Cinema, Market Street, Galashiels	-	-	-	-	-	-	-	3.1

Source: Question 43 of Household Survey, Appendix 3. Includes all destinations attracting a market share of 10.0% or more within any Study zone.

- 8.13 Applying these benchmark averages to the Study Area, it is estimated that the Study Area population could support 1,042,028 cinema admissions at 2015, increasing to 1,127,186 admissions at 2031. Based on the assumed number of visits required per screen, it is calculated that around 24 screens could be supported at 2015, increasing to 26 screens at 2031. These calculations are set out below at Table 8.3.

Table 8.3: Cinema Screen Requirement in Study Area

Year	Study Area Population	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Potential Number of Screens Supported by Study Area
2015	385,936	2.7	1,042,028	42,927	24.3
2016	387,959	2.7	1,047,488	42,927	24.4
2021	397,969	2.7	1,074,518	42,927	25.0
2026	407,852	2.7	1,101,201	42,927	25.7
2031	417,476	2.7	1,127,186	42,927	26.3

Note: Number of cinema trips per person and number of admission per screen derived from Mintel Cinema Market report of November 2015

- 8.14 The benchmark assessment in Table 8.3 suggests that there is a requirement for further cinema screen provision in Northumberland; the Study Area currently accommodates only 10 permanent purpose built cinema screens compared to the 24 that the assessment suggests could be supported by the Study Area population. It is evident from the findings of the household survey that much of the need for cinema facilities is currently being met by facilities outside of the Study Area, most notably at the Metrocentre, Silverlink Retail Park in Wallsend and in Newcastle City Centre for residents in south eastern parts of the Study, and in Edinburgh, Galashiels and Carlisle for residents in north and western parts of the Study Area, which are all in relatively close proximity to the Study Area.
- 8.15 However, commercial cinema operators typically locate in urban areas and in easily accessible locations, which maximises the number of people within easy travelling distance of the cinema. Rural areas are more usually served by small independent and/or multi-purpose entertainment venues, as is already the case across the rural north and western parts of Northumberland. It is therefore expected that any potential interest from commercial cinema operators in locating in Northumberland will be limited to the most densely populated south eastern part of the Northumberland, encompassing the towns of Ashington, Blyth, Cramlington and Morpeth.
- 8.16 If the population is considered within those zones in the south east of the Study Area only (Zones 4 to 6 and 11 to 14 (Ashington West, Bedlington, Seaton Delaval, Cramlington, Blyth, Morpeth and Ashington East) – which amounts to 171,625 persons at 2015, increasing to 190,584 persons at 2031

– there is a sufficient population level within this area to support around 11 cinema screens at 2015 increasing to 12 screens at 2031 as shown in Table 8.4 below. Accordingly, WYG does not consider it necessary for the local authority to plan for additional cinema provision in the period to 2031 given the existing Vue multiplex cinema in Cramlington. Notwithstanding this, should any further proposals for such development be forthcoming, it is recommended that they are judged on their own merit in accordance with relevant town centre planning policy at the time of an application's submission.

Table 8.4: Cinema Screen Requirement in the South East of the Study Area (Zones 4 to 6 and 11 to 14)

Year	Population Within Study Zones 4 to 6 and 11 to 14	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Potential Number of Screens Supported by Study Zones 4 to 6 and 11 to 14
2015	171,625	2.7	463,387	45,228	10.8
2016	172,816	2.7	466,604	45,288	10.9
2021	178,763	2.7	482,660	45,228	11.2
2026	184,693	2.7	498,672	45,228	11.6
2031	190,584	2.7	514,576	45,228	12.0

Note: Number of cinema trips per person and number of admission per screen derived from Mintel Cinema Market report of November 2015

Ten Pin Bowling

- 8.17 Northumberland currently accommodates just one ten pin bowling facility; this being an eight lane 10-pin bowling centre which forms part of Wentworth Leisure Centre at Wentworth Park in Hexham. A further four lane facility is available within the Study Area, but outside of Northumberland at the Beachcomber Amusements Centre in Eyemouth. Both these facilities are somewhat smaller than most modern ten pin bowling facilities, with dedicated bowling centres typically providing between 20 and 36 lanes for play⁵³.
- 8.18 As shown in Table 8.5 below, Wentworth Leisure Centre in Hexham attracts 19.7% of ten pin bowling trips which originate in the Study Area and is the second most popular bowling destination amongst Study Area respondents. The vast majority (79.6%) of ten pin bowling trips which originate in the Study Area are undertaken outside of the Northumberland. The most popular destination is Namco Funscape within the Metrocentre in Gateshead, which attracts a Study Area ten pin bowling market share of 32.8%. Other popular facilities are Starbowl at the Royal Quays in North Shields (15.5%) and

⁵³ Mintel Tenpin Bowling UK report of May 2014

Lane7 on St James' Boulevard in Newcastle-upon-Tyne. Beachcomber Amusements Centre in Eyemouth attracts a market share of just 1.2%.

- 8.19 Table 8.5 shows that the Wentworth Leisure Centre in Hexham, which is in Zone 9, attracts trips from its own zone and surrounding Zones 3, 7, 8 and 10 (Scots Gap, Ponteland, Prudhoe and Haltwhistle). Only residents in Zone 1 (Berwick-upon-Tweed) visit Beachcomber Amusements Centre in Eyemouth, which is also in Zone 1. Residents in Zone 1 also visit ten pin bowling facilities in Edinburgh, although the most popular destination is Namco Funscape at the Metrocentre, which is located a considerable distance from Zone 1. Respondents in Zones 2 and 10 (Alnwick and Haltwhistle) also travel to the Metrocentre for ten pin bowling. Respondents in the south eastern most Study zones (Zones 3 to 9 and 11 to 15 (Scots Gap, Ashington West, Bedlington, Seaton Delaval, Ponteland, Prudhoe, Hexham, Cramlington, Blyth, Morpeth, Ashington East and Amble) visit a variety of facilities located outside of the Study Area within the administrative areas of Newcastle-upon-Tyne, North Tyneside and Gateshead.
- 8.20 In terms of the expected benchmark level of provision, it is noted that the Mintel Tenpin Bowling report of May 2014 identified that there were 5,617 bowling lanes across the UK in 2014. Given that the UK population at 2014 was approximately 64.6 million⁵⁴, this equates to one lane for every 11,500 persons. It is again estimated that the Study Area has a population of 385,936 at 2015, increasing to 417,476 at 2031. Based on the assumed benchmark identified above, it is calculated that around 34 ten pin bowling lanes are supported by the Study Area population at 2015, increasing to 36 lanes at 2031. Within Northumberland, the estimated population of 317,030 at 2015 and 417,476 at 2031 would support 28 lanes, increasing to 36 lanes at 2031.
- 8.21 As there are currently just eight ten pin bowling lanes in Northumberland and 12 across the Study Area as a whole, it is evident that the need for ten pin bowling facilities is currently being met in part by facilities outside of the Study Area. Although the population level within Northumberland would theoretically be sufficient to support the provision of a further ten pin bowling facility in the County, there may not be an appetite from operators to locate in Northumberland, given its expansive and largely rural nature, and the existing provision in Hexham which already serves residents in the south west of the county.

⁵⁴ As identified by the Office for National Statistics' Population estimates for the UK, England and Wales, Scotland and Northern Ireland, Mid-2014, June 2015.

Table 8.5: Study Area Market Share for Ten Pin Bowling Visits (%)

Zone	Address	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
	Northumberland								
9	Wentworth Leisure Centre, Wentworth Park, Hexham	-	-	19.0	-	-	-	13.1	31.5
11	Cramlington	-	-	-	-	-	-	-	-
	Northumberland Total	-	-	19.0	-	-	-	13.1	31.5
	Outside Northumberland								
1	Beachcomber Amusements, High Street, Eyemouth	11.5	-	-	-	-	-	-	-
-	Edinburgh	17.8	-	-	-	-	-	-	-
-	Tenpin, Fountain Park, Fountain Bridge, Dundee Street, Edinburgh	23.8	-	-	-	-	-	-	-
-	Namco Funscape, Metrocentre, Gateshead	41.0	92.2	64.9	-	24.1	6.8	32.9	31.3
-	Intu Eldon Square, Northumberland Street, Newcastle-upon-Tyne	-	-	-	-	-	-	13.1	-
-	Lane7, St James' Blvd, Newcastle-upon-Tyne	-	-	-	-	9.3	-	32.9	32.2
-	MFA Bowl, Westgate Road, Newcastle-upon-Tyne	-	-	-	-	-	10.3	-	-
-	1st Bowl, Rotary Way, Royal Quays, North Shields	-	-	-	17.7	24.1	6.8	-	-
-	Starbowl, Rotary Way, Royal Quays, North Shields	-	-	16.1	27.0	13.8	62.6	8.0	-
-	Whitley Bay Ice Rink, Hillheads Road, Whitley Bay	-	-	-	46.1	24.1	6.8	-	-

Zone	Address	9 %	10 %	11 %	12 %	13 %	14 %	15 %	Total %
	Northumberland								
9	Wentworth Leisure Centre, Wentworth Park, Hexham	77.2	85.3	-	-	-	-	-	19.7
11	Cramlington	-	-	-	-	-	-	24.4	0.4
	Northumberland Total	-	-	-	-	-	-	-	21.6
	Outside Northumberland								
1	Beachcomber Amusements, High Street, Eyemouth	-	-	-	-	-	-	-	1.2
-	Edinburgh	-	-	-	-	-	-	-	1.9
-	Tenpin, Fountain Park, Fountain Bridge, Dundee Street, Edinburgh	-	-	-	-	-	-	-	2.5
-	Namco Funscape, Metrocentre, Gateshead	11.4	9.9	25.9	33.2	82.7	62.5	46.8	32.8
-	Intu Eldon Square, Northumberland Street, Newcastle-upon-Tyne	-	-	-	6.7	-	6.1	-	1.8
-	Lane7, St James' Blvd, Newcastle-upon-Tyne	11.4	-	37.2	12.8	-	-	-	10.7
-	MFA Bowl, Westgate Road, Newcastle-upon-Tyne	-	-	-	-	-	-	-	1.1
-	1st Bowl, Rotary Way, Royal Quays, North Shields	-	-	-	26.1	-	-	28.7	5.2
-	Starbowl, Rotary Way, Royal Quays, North Shields	-	-	31.1	21.2	17.3	31.4	-	15.5
-	Whitley Bay Ice Rink, Hillheads Road, Whitley Bay	-	-	-	-	-	-	-	3.7

Source: Question 46 of Household Survey, Appendix 3. Includes all destinations attracting a market share of 10.0% or more within any Study zone.

- 8.22 If consideration is given to the most densely populated Study zones in the south east of the Study Area only (Zones 4 to 6 and 11 to 14 (Ashington West, Bedlington, Seaton Delaval, Cramlington, Blyth, Morpeth and Ashington East)) – which amounts to 171,625 persons at 2015, increasing to 190,584 persons at 2031 – there is a sufficient population level within this area to support 15 lanes at 2015 and 17 lanes at 2031 as shown in Table 8.6 below. Accordingly, it is considered that there may be some potential to attract a ten pin bowling operator to this area of Northumberland. The provision of such a facility would help to create more sustainable leisure trip patterns, given residents of the Study Area are currently required to travel further afield to access ten pin bowling facilities.

Table 8.6: Ten Pin Bowling Requirement in the South East of the Study Area (Zones 4 to 6 and 11 to 14)

Year	Population Within Study Zones 4 to 6 and 11 to 14	Typical Population Required to Support One Ten Pin Lane	Potential Number of Ten Pin Lanes Supported by Study Zones 4 to 6 and 11 to 14
2015	171,625	11,500	14.9
2016	172,816	11,500	15.0
2021	178,763	11,500	15.5
2026	184,693	11,500	16.1
2031	190,584	11,500	16.6

Note: Typical number of persons required to support a bowling lane derived from Mintel Tenpin Bowling report of May 2014

- 8.23 Notwithstanding the above, the total number of ten pin bowling facilities in the UK has remained stable in recent years and the lanes requirement identified is relatively modest compared to the size of most modern bowling facilities. It is therefore suggested that the Council undertake soft market testing to determine the level of operator interest for this type of facility in Northumberland and to establish whether it is appropriate for the local authority to plan for additional ten pin bowling provision in the period to 2031.
- 8.24 It is considered that Cramlington would provide the most suitable location for the delivery of a new ten pin bowling facility. The town is home to Northumberland's only multiplex cinema and the most popular destination within Northumberland for visits to restaurants, pubs and bars. The delivery of a ten pin bowling alley in Cramlington would consolidate and compliment the town's existing leisure offer and likely assist in improving the overall offer of the town. Alternatively, the delivery of a ten pin bowling facility in one of the other main commercial centres in this part of Northumberland, namely Blyth, Ashington or Morpeth, would provide an opportunity to boost the evening and leisure economy of one of these towns. Work should be undertaken as part of the soft market testing to establish the locational requirements of operators of a ten pin bowling facility.

- 8.25 In any case, should a planning application for a ten pin bowling development be forthcoming, it is recommended that the proposed development is judged on its own merit in accordance with relevant town centre planning policy at the time of the application's submission.

Other Leisure Activities

Indoor sports or health and fitness

- 8.26 Respondents to the household survey were asked which centre or facility they last visited for indoor sports or health and fitness activity. A large number of different responses were provided to this question, with no facilities within the Study Area being particularly dominant in relation to this sector. The facility which achieves the greatest market share for indoor sports or health and fitness activities in Northumberland is Concordia Leisure Centre on Forum Way in Cramlington, which achieves a market share of 10.7%, followed by Wentworth Leisure Centre at Wentworth Park in Hexham (7.6%), Blyth Sports Centre at Bolam Park in Blyth (6.5%) and Willowburn Sports and Leisure Centre on Willowburn Avenue in Alnwick (6.1%). Other popular facilities are the Swan Centre on Northumberland Road in Berwick-upon-Tweed, which achieves a market share of 4.6%, Ashington Leisure Centre on Institute Road in Ashington (4.5%), Morpeth Riverside Leisure Centre at New Market in Morpeth (3.9%) and Prudhoe Waterworld on Front Street in Prudhoe (2.6%). The opening of the new £21m Ashington Leisure Centre in January 2015 may impact on future market shares of facilities in the south east of the County.

Restaurants

- 8.27 In terms of those respondents to the household survey who undertake restaurant visits, the most popular destination for such trips is Newcastle City Centre, which attracts 16.2% of such trips undertaken by Study Area residents, followed by Cramlington town centre (12.4%), Morpeth town centre (7.9%) and Blyth town centre (5.2%). Alnwick and Hexham each attract 4.9% of Study Area residents' trips to restaurants, Ashington attracts 3.8% of such trips and Berwick-upon-Tweed attracts 2.6% of trips. Whilst the wider attraction of Alnwick, Hexham, Ashington and Berwick-upon-Tweed as destinations for restaurant visits is limited, all of these centres achieve a market share of 20% or more within their own zones, highlighting their important local role as destinations for eating out.

Pubs, bars and nightclubs

- 8.28 Respondents to the household survey who stated that they go to bars, pubs and night clubs were asked which destination they last visited. As might be expected given its extensive evening economy and regional role, the most popular destination is Newcastle City Centre (13.7%), followed by Cramlington town centre (8.9%), Ashington town centre (7.3%), Morpeth town centre (7.1%) and Blyth town centre (6.2%).

Art and cultural activities

- 8.29 In terms of trips to undertake art and cultural activities, the household survey shows that the most popular destination amongst respondents that undertake such trips is Newcastle City Centre, which attracts a market share of 63.7% of such trips, followed by Edinburgh City Centre (8.5%). No destination within Northumberland attracts a market share of more than 3% for art and cultural trips.

Study Area Residents' Suggested Leisure Improvements

- 8.30 As part of the household survey, residents were also asked what leisure facilities they would like to see or see more of in Northumberland. A total of 27.4% of respondents suggested potential improvements. The most popular suggestion was for additional cinema provision, which was cited by 5.1% of all respondents, followed by more facilities or activities for children (4.9%), more swimming pools (3.9%), and a bowling alley (3.7%).

9.0 Summary and Conclusions

Key Findings: Retail Need

- 9.01 The floorspace requirements identified in this Study are of some relevance to the determination of future planning applications for new retail floorspace in Northumberland. However, whilst the identified level of quantitative need has some relationship to the test of impact, 'need' is no longer a direct planning test when determining planning applications. Accordingly, the identified floorspace requirements should not be considered a 'cap' on appropriately located development. Instead, proposals that come forward should be assessed against the relevant policies of the NPPF and the development plan.
- 9.02 The Study's findings demonstrate significant changes in the quantitative need for additional convenience and comparison goods floorspace in Northumberland than that identified by the 2013 Study. There are several reasons for this.
- 9.03 Firstly, the current forecast level of future population growth within Northumberland, which aligns with the scale and distribution of housing growth set out in the Draft Core Strategy document, is substantially higher than the previously forecast level of population growth in the County at 2013. Based on the most up-to-date forecasts, it is estimated that the Study Area population will increase by 8.2% (31,500 persons) between 2015 and 2031. In contrast, the 2013 Study (which utilised different reporting periods) estimated a Study Area population increase of 3.8% (14,600 persons) between 2012 and 2030. As previously identified, given the current scale of consented new homes and recent levels of housing completions at this stage of the plan, the forecast population change that has been modelled is considered appropriate.
- 9.04 Secondly, consumer confidence has increased in the period since the completion of the 2013 Study, mainly driven by an improved economic outlook as a result of falling unemployment and the availability of credit. As a consequence, the expenditure growth rates that have been used to forecast future comparison goods expenditure are higher than those applied at the time of the 2013 Study, although expenditure growth in the convenience goods sector is expected to remain limited.
- 9.05 The Study has also assumed a 5% allowance for inflow of both convenience and comparison retail expenditure in a number of centres, including Alnwick, Berwick-Upon-Tweed, Hexham, Morpeth, Amble and Haltwhistle, which differs from the approach undertaken in 2013 where no inflow was

accounted for. In the comparison goods sector, the expenditure capacity has also not been set against a benchmark analysis of existing facilities as was the approach in the 2013 Study.

Convenience Goods Retail Needs

- 9.06 As a consequence, the identified quantitative needs for additional convenience goods floorspace across Northumberland as a whole are considerably higher than those identified in the 2013 Study, which identified a surplus convenience expenditure capacity, excluding commitments, of £62.8m⁵⁵ at 2030 which compares to a surplus of £95.5m at 2031 in the current Study.
- 9.07 Furthermore, the majority of the commitments for new convenience floorspace in Northumberland that were taken into account in the 2013 Study have since been constructed and have commenced trading, and new commitments for additional convenience retail floorspace across the County – which amount to around 3,600 sq.m net – are now relatively limited. As identified at Section 7 and summarised in Table 9.1 below, after account has been taken of existing commitments, WYG has identified a requirement for between approximately 500 sq.m and 1,300 sq.m net of additional new convenience goods sales floorspace across Northumberland as a whole (depending on format and operator) at 2021, increasing to between 5,400 sq.m and 14,100 sq.m net at 2031.
- 9.08 Of the overall need identified across Northumberland, between around 1,800 sq.m and 4,800 sq.m net at 2021, increasing to between 2,500 sq.m and 6,600 sq.m at 2031 should be directed towards Ashington as shown in Table 9.1. This represents a significant increase from the position at 2013, where a need for between 900 sq.m and 2,400 sq.m net of convenience floorspace in Ashington at 2030 was identified.
- 9.09 The minimum figures are based on the identified need being met through the delivery of a new foodstore by one of the leading supermarket operators (Tesco, Sainsbury's, Morrisons or Asda) and the maximum figure relates to need being met by independent or discount operators, which generally achieve lower sales densities. In reality, independent or discount operators are unlikely to deliver the scale of floorspace need identified for Ashington under the maximum floorspace requirement. It is therefore considered that the capacity in Ashington would be sufficient to support a medium sized supermarket with around 2,500 sq.m net convenience goods floorspace at 2031.

⁵⁵ The surplus convenience expenditure capacity identified in the 2013 Study has been converted from 2011 to 2013 prices.

Table 9.1: Quantitative Need for Convenience Goods Floorspace in Northumberland's Main and Smaller Commercial Centres (Taking Account of Commitments)

Town	Convenience Retail Floorspace Requirement (Net)					
	2021		2026		2031	
	Min ^{1*} sq.m	Max ^{2*} sq.m	Min ^{1*} sq.m	Max ^{2*} sq.m	Min ^{1*} sq.m	Max ^{2*} sq.m
Alnwick	-400	-1,100	-200	-600	0	-100
Ashington	1,800	4,800	2,200	5,700	2,500	6,600
Berwick-upon-Tweed	-400	-1,000	0	-100	300	700
Blyth	-500	-1,300	-100	-300	200	600
Cramlington	100	300	400	1,100	700	1,900
Hexham	-500	-1,300	-200	-600	100	200
Morpeth	700	1,700	900	2,300	1,100	2,900
Amble	-300	-700	-200	-600	-200	-600
Bedlington	0	0	100	100	100	300
Haltwhistle	0	100	100	200	100	300
Ponteland	-100	-400	-100	-200	0	0
Prudhoe	200	400	200	500	200	600
Elsewhere in Northumberland	-100	-200	100	300	300	800
Northumberland Total	500	1,300	3,000	7,800	5,400	14,100

Source: Table 8 of Appendix 4
2013 Prices

- 9.10 The only other centres where a significant quantitative need for additional convenience goods floorspace is identified are Morpeth and Cramlington. The Study identifies capacity for between 700 sq.m and 1,700 sq.m of net additional convenience retail floorspace in Morpeth at 2021, increasing to between 1,100 sq.m and 2,900 sq.m net at 2031. The capacity identified in Morpeth would be sufficient to support a typically sized discount supermarket in the short term period to 2021 or a small new mainstream supermarket by 2031.
- 9.11 In Cramlington, capacity for between 400 sq.m and 1,100 sq.m of net convenience floorspace is identified in the period to 2026, increasing to between 700 sq.m and 1,900 sq.m net in the overall Study period to 2031. This is sufficient to support a typically sized discount supermarket in the medium term period to 2026 or a small new mainstream supermarket with approximately 700 sq.m net convenience floorspace by 2031. However, given the uncertainty over the end use of the proposed former Cramlington library redevelopment, WYG recommends that the capacity for new convenience floorspace in Cramlington is monitored and reviewed on a regular basis.
- 9.12 Again, the need for additional floorspace in Morpeth and Cramlington represents an increase in capacity from that identified at 2013, when Ashington was the only centre where a clear quantitative

need for additional convenience goods was identified (over and above that provided for by extant commitments).

- 9.13 The assessment of existing shopping patterns in Section 5 of this report further identified the qualitative benefit that would be provided by a further main food shopping destination in Ashington and, potentially, in Morpeth. A variety of smaller and discount foodstores are located in these towns, which primarily function as top up food shopping destinations. However, Ashington and Morpeth are each served by only one of the main four supermarket operators – Asda at Lintonville Terrace in Ashington and Morrisons in Morpeth – both of which were identified in Section 7 of this report to be significantly overtrading. Overall, facilities in Ashington and Morpeth were collectively found to be overtrading by some 29% and 15%, respectively. The Action for Market Towns Benchmarking Update exercise in Section 4 similarly points to the qualitative benefit of increasing convenience provision in Ashington and Morpeth, with the number of convenience goods units as a proportion of all retail units well below the averages for north east small towns, national small towns, national large towns and towns classified in the same typology. It is therefore considered that the quantity and choice of main food shopping facilities is relatively limited in these towns, which would be addressed through the provision of an additional medium or larger sized supermarket in each town.
- 9.14 In the remaining centres there is limited quantitative need for additional convenience retail floorspace, assuming a continuation of current market shares and the ability of existing stores to absorb some future growth. Notwithstanding this, there will be circumstances where further retail development can improve the qualitative offer of a centre, complement the existing retail offer, improve customer choice, and provide the potential to improve market share.
- 9.15 As identified in Section 5, it is considered that there would be a qualitative benefit in providing an appropriately sized supermarket in Amble, Haltwhistle and Prudhoe to provide these towns with a functional main food shopping destination. This would increase their main food market share, promote local choice and reduce the need for residents to travel to destinations further afield for their main food shopping. In Prudhoe, it is recommended that the Council continue to monitor the proposals for the development of the Broom House Lane site and review the capacity assessment for Prudhoe if plans for retail development on the site re-emerge.
- 9.16 It is further recommended that the Council continue to monitor the proposals for the development of the Broom House Lane site and review the capacity assessment for Bedlington subsequent to the opening of the proposed Lidl store in the town, which is likely to increase the convenience goods shopping market share of the town.

- 9.17 In considering future retail proposals, the impacts which arise from the diversion of trade from existing and planned retail development must be considered in accordance with national planning policy requirements, which is clear in its 'town centre first' approach. It should also be noted that conclusions in the study are made on the basis of the continuation of the current market share. Therefore any development reliant on clawback of spending would need to closely consider the potential impact on other centres.

Comparison Goods Retail Needs

- 9.18 In the comparison goods sector, the identified quantitative need for additional comparison goods floorspace across Northumberland as a whole is considerably higher than that identified in the 2013 Study. The 2013 Study identified a surplus comparison goods expenditure capacity, excluding commitments, of £41.0m⁵⁶ at 2030 compared to the £190.6m surplus comparison goods expenditure identified at 2031 in the current Study. Furthermore, whilst the majority of the commitments for new comparison goods floorspace in Northumberland that were taken into account in the 2013 Study have since been constructed and opened, new commitments for additional comparison retail floorspace across the County currently amount to just 8,800 sq.m net, around half that at the time of the 2013 Study.
- 9.19 Taking account of existing commitments, a requirement for between approximately 20,000 sq.m and 33,300 sq.m net of additional new comparison goods sales floorspace at 2031 across Northumberland as a whole (depending on format and operator) is identified in Section 7 of this report. This represents a significant uplift from the position at 2013, when no clear quantitative need for additional comparison goods floorspace was identified in Northumberland once the unimplemented commitments for new comparison goods floorspace at that time were taken into account.
- 9.20 In relation to the individual main commercial centres in Northumberland, once existing commitments were taken into account, a moderate quantitative need for additional comparison retail floorspace was identified for Alnwick, Ashington, Berwick-upon-Tweed, Blyth, Cramlington in the medium term period to 2026, and a long term need for additional comparison retail floorspace in Hexham was identified in the period up to 2031 as summarised in Table 9.2. There is only limited quantitative requirement for additional comparison goods floorspace in Morpeth over the entire reporting period to 2031. Again, as the study's findings are based on current market share, no account is given of the potential of certain centres to start acting as retail destinations for visitors over the plan period as their offer reaches a critical mass. This could result in some clawback of trade, as demonstrated by the increase of market

⁵⁶ The surplus convenience expenditure capacity identified in the 2013 Study has been converted from 2011 to 2013 prices.

share within their respective study areas after the development of Sanderson Arcade in Morpeth and the extension to Westmoreland Retail Park in Cramlington.

Table 9.2: Quantitative Need for Comparison Goods Floorspace in Northumberland's Main Towns at 2031 (Taking Account of Commitments)

Town	Comparison Retail Floorspace Requirement (Net)					
	2021		2026		2031	
	Min ^{1*} sq.m	Max ^{2*} sq.m	Min ^{1*} sq.m	Max ^{2*} sq.m	Min ^{1*} sq.m	Max ^{2*} sq.m
Alnwick	-300	-500	600	1,100	1,700	2,800
Ashington	800	1,400	2,100	3,600	3,600	6,000
Berwick-upon-Tweed	600	1,000	2,000	3,300	3,600	6,000
Blyth	700	1,100	1,800	2,900	3,000	5,000
Cramlington	100	200	1,600	2,700	3,300	5,500
Hexham	-1,700	-2,900	-100	-200	1,700	2,900
Morpeth	-1,700	-2,900	-700	-1,200	500	800
Amble	100	100	200	300	300	500
Bedlington	0	0	0	100	100	100
Haltwhistle	0	100	100	200	200	300
Ponteland	100	100	100	200	200	400
Prudhoe	100	200	300	400	500	800
Elsewhere in Northumberland	300	500	800	1,400	1,400	2,300
Northumberland Total	-1,100	-1,800	8,900	14,800	20,000	33,300

Source: Table 33 of Appendix 5
2013 Prices

- 9.21 As noted in Section 7, the Action for Market Towns Benchmarking Update exercise in Section 4 suggests that current vacancy levels in Ashington are high. It is considered that some of the identified floorspace requirement in Ashington could potentially be met through the refurbishment and reoccupation of vacant units in the town and it is recommended that the Council assess the opportunities provided by existing vacant units in Ashington and review the requirements for new floorspace in the town accordingly.
- 9.22 In Blyth, it is noted that a 1,124 sq.m gross unit at Albion Retail Park will be vacated as part of Lidl's proposed relocation, which could potentially be used to accommodate the identified need in Blyth over the short term. In Cramlington, the recent opening of a Home Bargains store within a formerly vacant unit in the Brockwell Centre subsequent to the completion of the household survey is expected to have absorbed some of the capacity identified for Cramlington in Table 9.2. It is again recommended that the capacity for new comparison goods floorspace in Cramlington is monitored and reviewed on a regular basis given the uncertainty over the end use of the proposed former Cramlington library redevelopment.

- 9.23 In Hexham, Poundstretcher has just commenced trading from the remaining vacant new build unit at Tyne Valley Retail Park (which provides 698 sq.m gross floorspace). This additional retail facility will also act to claim expenditure from Hexham's identified comparison goods surplus.
- 9.24 No significant quantitative need for additional comparison goods floorspace was identified in any of Northumberland's smaller commercial centres.
- 9.25 Any new floorspace should be focused towards central locations and be consistent with the town centre first policy approach as articulated by national planning policy.

Key Findings: Leisure Need

- 9.26 In terms of the leisure sector, the Study identifies that the existing cinema provision in Northumberland – namely, the multiplex Vue Cinema in Cramlington and the Forum Cinema in Hexham, supplemented by a number of venues offering weekly or occasional cinema screenings – is below the level that would be expected given the population of the Study Area. However, given to the largely rural nature of the north and western parts of Northumberland and the existing provision located close to but outside of the Study Area, it is expected that any interest from commercial cinema operators in Northumberland will be limited to the areas of Ashington, Blyth, Cramlington and Morpeth. The existing multiplex Vue cinema in Cramlington is considered sufficient to meet the need of the local population within this area of Northumberland. Accordingly, WYG does not consider it is necessary for the Council to plan for the delivery of additional cinema provision.
- 9.27 Similarly, it is anticipated that any interest from commercial ten pin bowling operators in Northumberland will be limited to the areas of and surrounding Ashington, Blyth, Cramlington and Morpeth. Within this area, WYG identified potential capacity to support a ten pin bowling facility with approximately 17 lanes at 2031. It is considered that Cramlington provides the most suitable location for this provision, as the town is home to the Northumberland's only multiplex cinema and is the most popular destination within Northumberland for visits to restaurants and pubs, bars and nightclubs. The delivery of a bowling alley in Cramlington would consolidate and compliment the town's existing leisure offer and likely assist in improving the overall offer of the town.
- 9.28 Alternatively, the delivery of a ten pin bowling facility in one of the other main commercial centres in this part of Northumberland, namely Blyth, Ashington or Morpeth, represents an opportunity to boost the evening and leisure economies of one of these towns.



9.29 Notwithstanding the Study's recommendations, as set out in relation to retail floorspace, 'need' is no longer a direct planning test in the consideration of development proposals for additional leisure floorspace. Therefore, even where no need for additional leisure floorspace has been identified, this should not preclude additional floorspace coming forward and any such proposals will need to be assessed against the relevant policies of the NPPF and the development plan.



Appendices





Appendix 1 – Survey of Units in Main Town Centres

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - NOVEMBER 2015
APPENDIX 1

Table 1: List of Units in Alnwick Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
14	Baillifgate	Baillifgate	C1	N/A	N/A	
1B	Baillifgate	Castle View	C1	N/A	N/A	
Tower Showrooms	Bondgate Within	Jobsons of Alnwick	A1	Comparison	Independent	
	Bondgate Within	Scotts of Alnwick	A1	Comparison	Independent	
5-7	Bondgate Within	Cussins	A2	N/A	N/A	
8	Bondgate Within	DI Sopra	A3	N/A	N/A	
9	Bondgate Within	Salvation Army	A1	Comparison	Multiple	Charity
9-13	Bondgate Within	Yan's	A5	N/A	N/A	
10	Bondgate Within	Vacant (formerly The Art House)	N/A	N/A	N/A	Vacant
12-14	Bondgate Within	Coast & Castle	A2	N/A	N/A	
12-14	Bondgate Within	Bell and Sons	A1	Comparison	Independent	
15-17	Bondgate Within	Lions Charity Bookshop	A1	Comparison	Independent	Charity
18	Bondgate Within	Greaves Grindie	A2	N/A	N/A	
19-21	Bondgate Within	Barclays	A2	N/A	N/A	
20	Bondgate Within	G Penrose	A1	Comparison	Independent	
23	Bondgate Within	Lloyds	A2	N/A	N/A	
24	Bondgate Within	Warcup	A2	N/A	N/A	
24	Bondgate Within	Pizza Zone	A5	N/A	N/A	
25	Bondgate Within	Halifax	A2	N/A	N/A	
26	Bondgate Within	Alnwick Studio	A1	Comparison	Independent	
27	Bondgate Within	Newcastle Building Society	A2	N/A	N/A	
28	Bondgate Within	Flowers by Julie Ltd	A1	Comparison	Regional	
29	Bondgate Within	HSBC	A2	N/A	N/A	
30	Bondgate Within	Sanderson Young	A2	N/A	N/A	
31-33	Bondgate Within	Yorkshire Building Society	A2	N/A	N/A	
32	Bondgate Within	Iceland	A1	Convenience	Multiple	
32-34	Bondgate Within	RSPCA	A1	Comparison	Multiple	Charity
35	Bondgate Within	Dorothy Perkins	A1	Comparison	Key Attractor	
36-38	Bondgate Within	Boots Opticians	A1	Comparison	Multiple	
36-38	Bondgate Within	Taylor's Newsagents	A1	Convenience	Independent	
37	Bondgate Within	Your Move	A2	N/A	N/A	
38	Bondgate Within	Northumbria Pets	A1	Comparison	Independent	
41	Bondgate Within	M & Co	A1	Comparison	Multiple	
40-42	Bondgate Within	Northumberland Cottages Ltd	A2	N/A	N/A	
43	Bondgate Within	Greggs	A1	Convenience	Multiple	
44	Bondgate Within	Glendale Paints	A1	Comparison	Independent	
45	Bondgate Within	Mind	A1	Comparison	Multiple	Charity
46	Bondgate Within	Vacant (formerly Collectables)	N/A	N/A	N/A	Vacant
47	Bondgate Within	Co Op	A1	Convenience	Multiple	
48	Bondgate Within	Baileys	A3	N/A	N/A	
49-51	Bondgate Within	Boots the Chemist	A1	Comparison	Key Attractor	
50-52	Bondgate Within	Clarks	A1	Comparison	Key Attractor	
53	Bondgate Within	Superdrug	A1	Convenience	Key Attractor	
54	Bondgate Within	Trotters Bakers	A1	Convenience	Multiple	
55	Bondgate Within	WHSmith	A1	Convenience	Key Attractor	
56	Bondgate Within	Simply Flowers	A1	Comparison	Independent	
57	Bondgate Within	The Beauty Box	Sui Generis	N/A	N/A	
59	Bondgate Within	Thomas Cook	A1	Comparison	Multiple	
60	Bondgate Within	PD Quick	A1	Convenience	Independent	
61	Bondgate Within	The George	A4	N/A	N/A	
63	Bondgate Within	Cancer Research	A1	Comparison	Multiple	Charity
65	Bondgate Within	CC	A1	Comparison	Multiple	
67	Bondgate Within	Costa	A3	N/A	N/A	
69	Bondgate Within	Granite Outdoors	A1	Comparison	Multiple	
72	Bondgate Within	White Swan	C1	N/A	N/A	
-	Bondgate Without	Tate House B&B	C1	N/A	N/A	
11	Bondgate Without	Alnwick Accountants	A2	N/A	N/A	
16	Bondgate Without	Mr J N Butterworth Dental Surgeon	D1	N/A	N/A	
17	Bondgate Without	Oronsay	C1	N/A	N/A	
18	Bondgate Without	Vacant	N/A	N/A	N/A	Vacant
19	Bondgate Without	Bondgate House	C1	N/A	N/A	
20	Bondgate Without	Hotspur Residential	A2	N/A	N/A	
21a	Bondgate Without	Douglas Home and CO	A2	N/A	N/A	
21b	Bondgate Without	The Annex	C1	N/A	N/A	
22	Bondgate Without	Castle Gate	C1	N/A	N/A	
23	Bondgate Without	The Plough	C1	N/A	N/A	
24	Bondgate Without	NFU	A2	N/A	N/A	
25	Bondgate Without	Alnwick Probation Office	B1	N/A	N/A	
27	Bondgate Without	Vacant (formerly Enhance)	N/A	N/A	N/A	Vacant
29	Bondgate Without	Moon	A1	Comparison	Multiple	
31	Bondgate Without	Northumberland Gazette	B1	N/A	N/A	
32	Bondgate Without	Alnwick Squash Club Gym	D2	N/A	N/A	
33	Bondgate Without	The Emporium	A1	Comparison	Independent	
35	Bondgate Without	Outlook	A1	Comparison	Independent	
37	Bondgate Without	Evil Needle	Sui Generis	N/A	N/A	
39	Bondgate Without	The Kitchen & Bedroom Company	A1	Comparison	Regional	
41	Bondgate Without	Hardington Hogg	A2	N/A	N/A	
43	Bondgate Without	Cafe Tiremo	A3	N/A	N/A	
45	Bondgate Without	Fleece Inn	A4	N/A	N/A	
49	Bondgate Without	The Playhouse	D2	N/A	N/A	
-	Bondgate Without	Vacant (Robert Adam Court)	N/A	N/A	N/A	Vacant
3	Clayport Street	Alnwick Arms	A4	N/A	N/A	
3-5	Clayport Street	Trimmers	A1	Comparison	Independent	
4A	Clayport Street	Clayport Jewellers	A1	Comparison	Independent	
6	Clayport Street	Thompsons Opticians	A1	Comparison	Multiple	
8	Clayport Street	Hot Wok	A5	N/A	N/A	
9	Clayport Street	Pizza Royale	A5	N/A	N/A	
15	Clayport Street	Ibos Pizzas	A3	N/A	N/A	
19	Clayport Street	The Laundrette	Sui Generis	N/A	N/A	
17-19	Clayport Street	Varanda	A3	N/A	N/A	
21-23	Clayport Street	Alnwick Workings Mens Club	A4	N/A	N/A	
26	Clayport Street	Alnwick Video	A1	Convenience	Independent	
1	Fenkle Street	The Chocolate Spa	A1	Convenience	Independent	
3	Fenkle Street	Poundworld	A1	Comparison	Independent	
5	Fenkle Street	Halmark	A1	Comparison	Multiple	
6	Fenkle Street	Adam Douglas	A2	N/A	N/A	
7	Fenkle Street	The Market Tavern	A4	N/A	N/A	
8-10	Fenkle Street	No Limits	D2	N/A	N/A	
8-10	Fenkle Street	The Outdoor Store	A1	Comparison	Independent	
11	Fenkle Street	Bedrock	A1	Comparison	Independent	
14	Fenkle Street	Foresters	A1	Comparison	Independent	
15	Fenkle Street	Beauty World	Sui Generis	N/A	N/A	
16	Fenkle Street	Needlecraft Centre	A1	Convenience	Independent	
19	Fenkle Street	Douglas & Co.	A2	N/A	N/A	
21	Fenkle Street	Mojo	A1	Comparison	Independent	
22a	Fenkle Street	Smile Health	D1	N/A	N/A	
22b	Fenkle Street	Vacant (formerly Embers)	N/A	N/A	N/A	Vacant
25	Fenkle Street	Penny Black	A3	N/A	N/A	
27	Fenkle Street	The Centre (Alnwick Town Council)	D1	N/A	N/A	
29	Fenkle Street	Propology	A1	Comparison	Independent	
33	Fenkle Street	Elemental Body Picings	Sui Generis	N/A	N/A	
35	Fenkle Street	Total Flooring	A1	Comparison	Independent	
35-41	Fenkle Street	Dickinsons/ Amtico	A1	Comparison	Regional	
-	Fenkle Street	Morrisons	A1	Convenience	Multiple	
Memorial House	Fenkle Street	Co Op Funeral Care	A1	Comparison	Multiple	
Garden Lodge	Greenwell Road	Alistair Turner Funeral Directors	A1	Comparison	Regional	
Greenwell lane	Greenwell Road	NCC Info Centre	B1	N/A	N/A	
2-4	Hotspur Street	Tanners Arms	A4	N/A	N/A	
3-5	Hotspur Street	The Geroglan Guest House	C1	N/A	N/A	
-	Hotspur Street	Salvation Army Centre	D1	N/A	N/A	
1	Lagny Street	Wilkinsons	A1	Comparison	Key Attractor	
Unit 2 & 3	Lagny Street	Store Twenty One	A1	Comparison	Multiple	
Unit 4	Lagny Street	Vacant	N/A	N/A	N/A	Vacant
1a	Market Place	Clippers	A1	Comparison	Independent	
1a	Market Place	Atmosphere	A1	Comparison	Independent	
1b	Market Place	The Lunch Box	A3	N/A	N/A	
1c	Market Place	The Powder Room	Sui Generis	N/A	N/A	
2	Market Place	Subway	A1	Convenience	Multiple	
2	Market Place	Mivesi	A3	N/A	N/A	
6	Market Place	Taste of Northumbria	A1	Convenience	Independent	
7-9	Market Place	Salon 2	A1	Comparison	Independent	
8	Market Place	Chisholm	Sui Generis	N/A	N/A	
10	Market Place	Melvyns Cafe	A3	N/A	N/A	
-	Market Place	Hotspur Residential	A2	N/A	N/A	
-	Market Place	Evelyns Handi Stationary	A1	Comparison	Independent	
-	Market Place	Alnwick Computer Centre	A1	Comparison	Independent	
-	Market Place	Dolcella	A3	N/A	N/A	
-	Market Place	The Old Town Hall	A1	Comparison	Independent	
Town Hall Shop	Market Place	Clive Mattison	A2	N/A	N/A	
4-6	Market Street	George F White	A2	N/A	N/A	
5	Market Street	Rook, Matthews and Sayer	A2	N/A	N/A	
7-9	Market Street	Carlos	A4	N/A	N/A	
8	Market Street	Johnsons	A1	Convenience	Multiple	
10	Market Street	The Olive Branch	A3	N/A	N/A	
11	Market Street	Copperfield	A3	N/A	N/A	
12	Market Street	T.V.V. Wilcox	A1	Comparison	Independent	
15	Market Street	House and Home	A1	Comparison	Independent	
19	Market Street	Post Office	A1	Comparison	Multiple	
21	Market Street	T Conroy	A1	Comparison	Independent	
Unit 5	Lagny Street	Vacant	N/A	N/A	N/A	Vacant
Unit 7	Lagny Street	Vacant	N/A	N/A	N/A	Vacant
23	Market Street	Vacant (formerly Silver Design)	N/A	N/A	N/A	Vacant
25	Market Street	Queens Head Hotel	A4	N/A	N/A	
29-31	Market Street	William Hill	Sui Generis	N/A	N/A	
33-35	Market Street	R Turnbull and Sons	A1	Convenience	Independent	
37	Market Street	Sports World	A1	Comparison	Multiple	
39	Market Street	The Pantry	A1	Convenience	Independent	
41	Market Street	Hair and Sun	Sui Generis	N/A	N/A	
-	Market Street	Northumberland Hall	D1	N/A	N/A	
n/a	n/a	Next to Alnwick Arms	D1	N/A	N/A	
1	Narrow Gate	Moshulu	A1	Comparison	Independent	
2	Narrow Gate	Cancer Research	A1	Comparison	Multiple	Charity
3	Narrow Gate	Alnwick Chop Suey	A5	N/A	N/A	
4	Narrow Gate	Thomson	A1	Comparison	Multiple	
5	Narrow Gate	Cafe Rio	A3	N/A	N/A	
6	Narrow Gate	Oxfam	A1	Comparison	Multiple	Charity
8	Narrow Gate	Ruby Tuesdays	A1	Comparison	Independent	
9	Narrow Gate	Artworks	A1	Comparison	Independent	
10	Narrow Gate	Regram Runaway	A1	Comparison	Independent	
11	Narrow Gate	Gordons Caris	A1	Comparison	Independent	
12	Narrow Gate	Marilyn and Rose	A1	Comparison	Independent	
13	Narrow Gate	A World of Difference	A1	Comparison	Independent	
13a	Narrow Gate	Victoria's Hair Salon	A1	Comparison	Independent	
14	Narrow Gate	Bradley Hall	A2	N/A	N/A	
14	Narrow Gate	Nipper	A1	Comparison	Independent	
15	Narrow Gate	Mumbai Flavours	A5	N/A	N/A	

No.	Street Name	Business Name	Use Class	Type	Type	Notes
16	Narrow Gate	Seasons	A1	Comparison	Independent	
18	Narrow Gate	Grannies Tea Shop	A3	N/A	N/A	
20	Narrow Gate	The Linen Cupboard	A1	Comparison	Independent	
rear of 20	Narrow Gate	Strawberry Lounge	A3	N/A	N/A	
22	Narrow Gate	Thai Vibe	A3	N/A	N/A	
24	Narrow Gate	Hotspur 1364	A1	Comparison	Independent	
26	Narrow Gate	The Black Swan	A4	N/A	N/A	
28	Narrow Gate	Bari Tea	A3	N/A	N/A	
30	Narrow Gate	Capella	A1	Comparison	Independent	
32	Narrow Gate	Dirty Bottles	A4	N/A	N/A	
34	Narrow Gate	Vacant (formerly Oscars)	N/A	N/A	N/A	Vacant
35	Narrow Gate	Oddfellows Arms	A4	N/A	N/A	
36	Narrow Gate	Vacant (formerly Turvey Westgarth)	N/A	N/A	N/A	Vacant
40	Narrow Gate	Hospice Care	B1	N/A	N/A	
Castle Corner	Narrow Gate	Athey Antiques Showroom	A1	Comparison	Independent	
Castle Corner	Narrow Gate	GM Athey	A1	Comparison	Independent	
2	Paikes Street	Heathers	A1	Comparison	Independent	
3	Paikes Street	Sun Vision	Sui Generis	N/A	N/A	
7	Paikes Street	Lilburns	A3	N/A	N/A	
10	Paikes Street	Boots the Chemist	A1	Comparison	Key Attractor	
5C	Paikes Street	The Cheese Room	A1	Convenience	Independent	
1	The Shambles	kids Cabin	A1	Comparison	Independent	
2	The Shambles	Tourist Information Centre	B1	N/A	N/A	
3	The Shambles	The Wool Shop	A1	Comparison	Independent	
1-3	Paikes Street	Kelvins Butchers	A1	Convenience	Independent	

Notes:
List of units updated from the Market Town Benchmarking Report for Alnwick (Action for Market Towns, December 2013).
Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015.
Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Alnwick (Action for Market Towns, December 2013).

Table 2: List of Units in Ashington Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
100	Station Road	Atkins News	A1	Convenience	Independent	
94	Station Road	IT Guy	A1	Comparison	Independent	
92	Station Road	Loud and Flashy	A1	Comparison	Independent	
88	Station Road	Station Road Antiques	A1	Comparison	Independent	
84	Station Road	Shoes	A1	Comparison	Independent	
82a	Station Road	Cradle Days	A1	Comparison	Independent	
80	Station Road	K Maines	A1	Comparison	Independent	
72b	Station Road	Bites and Balloons	A1	Comparison	Independent	
66	Station Road	Northern Jewellers	A1	Comparison	Independent	
64	Station Road	Northern Carpet Supplies	A1	Comparison	Independent	
62a	Station Road	Teenscene	A1	Comparison	Independent	
62	Station Road	Buzz Bar	A1	Convenience	Independent	
-	Station Road	Post Office	A1	Convenience	Independent	
Post Office Chambers	Station Road	Ashington Sale Rooms	A1	Comparison	Independent	
4	Station Road	Crumpets	A1	Convenience	Independent	
51	Station Road	Kim's Nail Bar	A1	Comparison	Independent	
53	Station Road	Celebrations	A1	Comparison	Independent	
61	Station Road	Argos	A1	Comparison	Key Attractor	
Wansbeck Square	Station Road	Wilkinsons	A1	Comparison	Key Attractor	
63	Station Road	The Head Gardener	A1	Comparison	Regional	
67	Station Road	John Grenfell	A1	Comparison	Regional	
71	Station Road	New Generation Flooring	A1	Comparison	Regional	
97	Station Road	Sadie	A1	Comparison	Independent	
99	Station Road	Utter Clutter	A1	Comparison	Independent	
105	Station Road	The Forum	A1	Comparison	Independent	
10a	Woodhorn Road	The X Catalogue Store	A1	Comparison	Regional	
8	Woodhorn Road	Specsavers	A1	Comparison	Multiple	
2	Woodhorn Road	YMCA	A1	Comparison	Multiple	Charity
1	Lintonville Terrace	Sarahs Florist	A1	Comparison	Independent	
-	Lintonville Terrace	The Paint Shop	A1	Comparison	Independent	
1	Lintonville Terrace	Northumberland Florist	A1	Comparison	Independent	
3	Lintonville Terrace	Jems	A1	Comparison	Independent	
5	Lintonville Terrace	Relate Charity Shop	A1	Comparison	Multiple	Charity
9	Lintonville Terrace	Thompson Business Equipment	A1	Comparison	Independent	
13	Lintonville Terrace	Martyns	A1	Convenience	Independent	
15	Lintonville Terrace	Accessories 4 You	A1	Comparison	Independent	
17	Lintonville Terrace	Mannequin Boutique	A1	Comparison	Independent	
17	Lintonville Terrace	Northcut	A1	Comparison	Independent	
2	Lintonville Terrace	Rowlands	A1	Comparison	Multiple	
-	Lintonville Terrace	Lintonville Medical Group	A1	Comparison	Independent	
-	Lintonville Terrace	Central Pharmacy	A1	Comparison	Independent	
-	Lintonville Terrace	National Autocare	A1	Comparison	Multiple	
Portland Park	Lintonville Terrace	Asda	A1	Convenience	Multiple	
1	Station Road	Superdrug	A1	Convenience	Key Attractor	
11	Station Road	Healthier Smoke	A1	Comparison	Independent	
13	Station Road	Scope	A1	Comparison	Multiple	Charity
15	Station Road	Grainger Games	A1	Comparison	Multiple	
21	Station Road	Sue Ryder Care	A1	Comparison	Multiple	Charity
23	Station Road	Holland and Barrett	A1	Convenience	Multiple	
25	Station Road	Greetings and Gifts/ The Fruit Shop	A1	Convenience	Independent	
27	Station Road	Select	A1	Comparison	Multiple	
31	Station Road	Entertainment Exchange	A1	Comparison	Multiple	
35	Station Road	Baileys Blinds	A1	Comparison	Regional	
35	Station Road	Masie Rainbow Emporium	A1	Comparison	Independent	
37	Station Road	Carphone Warehouse	A1	Comparison	Key Attractor	
41a	Station Road	Bargain Buys	A1	Convenience	Independent	
43a	Station Road	BHF	A1	Comparison	Multiple	Charity
45	Station Road	Shoe Zone	A1	Comparison	Multiple	
45	Station Road	Lifestyle Express	A1	Convenience	Independent	
47-49	Station Road	Bright House	A1	Comparison	Multiple	
12	Laburnum Terrace	McGregor Opticians	A1	Comparison	Independent	
8	Laburnum Terrace	Seyton Village Co-op	A1	Comparison	Regional	
4a	Laburnum Terrace	Hair by O Hair	A1	Comparison	Independent	
2	Laburnum Terrace	Maple Textiles	A1	Comparison	Regional	
1	Laburnum Terrace	The Cave	A1	Comparison	Independent	
1	Laburnum Terrace	Pal Joey	A1	Comparison	Regional	
5 Bellway House	Woodhorn Road	Bob Wilson Photomaking	A1	Comparison	Independent	
Bellway House	Woodhorn Road	Jaded	A1	Comparison	Independent	
Bellway House	Woodhorn Road	Aaron Optometrist	A1	Comparison	Independent	
2 Bellway House	Woodhorn Road	Fone Xpert	A1	Comparison	Independent	
Bellway House	Woodhorn Road	Iceland	A1	Convenience	Multiple	
1a	Myrtle Street	Cards and News	A1	Convenience	Independent	
2	Myrtle Street	Glam Up	A1	Comparison	Independent	
1 Dawson House	Woodhorn Road	Dawson Sanderson	A1	Comparison	Multiple	
Dawson House	Woodhorn Road	Jin Style	A1	Comparison	Independent	
	Woodhorn Road	Phone & PC Centre	A1	Comparison	Independent	
2-3 Poplar Buildings	Woodhorn Road	Boodum Barbers	A1	Comparison	Independent	
2 Sycamore Buildings	Woodhorn Road	Sports Direct	A1	Comparison	Multiple	
1-3	Woodhorn Road	Bed Factory	A1	Comparison	Independent	
2b-2c	Woodhorn Road	Dukes Clothing	A1	Comparison	Independent	
1c	Woodhorn Road	Cutters	A1	Comparison	Independent	
46	Woodhorn Road	The Paint Shop	A1	Comparison	Independent	
38	Woodhorn Road	Bathroom and Tile	A1	Comparison	Independent	
28	Woodhorn Road	A V Taylor Ltd	A1	Comparison	Regional	
26	Woodhorn Road	Co Op Funeral Care	A1	Comparison	Multiple	
16	Woodhorn Road	Clipjoint	A1	Comparison	Independent	
14	Woodhorn Road	Nisa	A1	Convenience	Multiple	
4-5	Woodhorn Road	Poundstretcher	A1	Convenience	Multiple	
12a	Laburnum Terrace	Holistic Harmony	A1	Comparison	Independent	
58	Station Road	The Children's Society	A1	Comparison	Multiple	Charity
56	Station Road	Mobility Direct	A1	Comparison	Multiple	
52	Station Road	Thomson	A1	Comparison	Multiple	
50	Station Road	Inspiration	A1	Comparison	Independent	
46	Station Road	M and Co	A1	Comparison	Multiple	
44	Station Road	Burton	A1	Comparison	Key Attractor	
42	Station Road	Dorothy Perkins	A1	Comparison	Key Attractor	
40	Station Road	Cards & Gifts	A1	Comparison	Independent	
38a	Station Road	Baker's Pantry	A1	Convenience	Independent	
36	Station Road	Hays Travel	A1	Comparison	Multiple	
34	Station Road	Clarks Butchers	A1	Convenience	Independent	
32	Station Road	Greggs	A1	Convenience	Multiple	
28-30	Station Road	Boots	A1	Comparison	Key Attractor	
26	Station Road	3 Store	A1	Comparison	Multiple	
24	Station Road	Savers	A1	Convenience	Multiple	
22	Station Road	The Salvation Army	A1	Comparison	Multiple	Charity
18-20	Station Road	o2	A1	Comparison	Key Attractor	
16	Station Road	St Oswalds Hospice	A1	Comparison	Regional	Charity
14	Station Road	Heron Foods	A1	Convenience	Multiple	
8	Station Road	EE	A1	Comparison	Multiple	
6	Station Road	Arthritis Research UK	A1	Comparison	Multiple	Charity
4	Station Road	New Look	A1	Comparison	Key Attractor	
Unit B, 2-4	Station Road	Poundland	A1	Convenience	Multiple	
11	North Seaton Road	Bakers	A1	Convenience	Independent	
19	North Seaton Road	Premier	A1	Convenience	Multiple	
21	North Seaton Road	H Thomas	A1	Comparison	Independent	
23	North Seaton Road	Leah Stewart	A1	Comparison	Independent	

Notes:
List of units updated from the Market Town Benchmarking Report for Ashington (Action for Market Towns, December 2013).
Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015.
Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Ashington (Action for Market Towns, December 2013).

Table 3: List of Units in Berwick-upon-Tweed Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
2-6	Bridge End	Norman Hargreaves	A1	Comparison	Independent	
7	Bridge Street	The Music Shop	A1	Comparison	Independent	
15	Bridge Street	Studio Hair Design	A1	Comparison	Independent	
17	Bridge Street	Wilson Cycles	A1	Comparison	Independent	
19	Bridge Street	Jones & Jones	A1	Convenience	Independent	
25	Bridge Street	Twenty Five	A1	Comparison	Independent	
27	Bridge Street	Marehalm	A1	Comparison	Independent	
31	Bridge Street	Treasure Chest	A1	Comparison	Independent	
12-14	Bridge Street	Bridge Street Bazaar	A1	Comparison	Independent	
16-18	Bridge Street	Cookcraft Kitchen Shop	A1	Comparison	Independent	
20	Bridge Street	Ace Convenience Store	A1	Convenience	Independent	
22-26	Bridge Street	The Venue	A1	Comparison	Independent	
28-30	Bridge Street	The Green Shop	A1	Convenience	Independent	
32	Bridge Street	MOD	A1	Comparison	Independent	
48	Bridge Street	The Market Shop	A1	Convenience	Independent	
54	Bridge Street	Quay Interiors	A1	Comparison	Independent	
62	Bridge Street	Blind Man	A1	Comparison	Independent	
7	Castlegate	Boots Opticians	A1	Comparison	Multiple	
9	Castlegate	Border Crafts	A1	Comparison	Independent	
13	Castlegate	Tropica	A1	Comparison	Independent	
15	Castlegate	Castlegate Pharmacy	A1	Comparison	Multiple	
25-29	Castlegate	Pier Red	A1	Comparison	Independent	
31a	Castlegate	R. Norris	A1	Convenience	Independent	
31b	Castlegate	Straight Lace	A1	Comparison	Independent	
33	Castlegate	Lindsay	A1	Comparison	Multiple	
39-41	Castlegate	Baby Steps	A1	Comparison	Independent	
43-45	Castlegate	Stitch in Time	A1	Convenience	Independent	
49-51	Castlegate	K. Harrison	A1	Convenience	Independent	
57a	Castlegate	Berwick Antiques Centre	A1	Comparison	Independent	
59-61	Castlegate	Sue Ryder	A1	Comparison	Multiple	Charity
65	Castlegate	Neil Potts	A1	Comparison	Independent	
71	Castlegate	Phone Corner	A1	Comparison	Regional	
73	Castlegate	Leah's	A1	Comparison	Independent	
81	Castlegate	The Salon	A1	Comparison	Independent	
83a	Castlegate	Phoenix Gifts	A1	Comparison	Independent	
85	Castlegate	The Sewing Room	A1	Comparison	Independent	
99-101	Castlegate	Cash & Carry Carpets	A1	Comparison	Independent	
2	Castlegate	B&M Bargains	A1	Comparison	Multiple	
4-6	Castlegate	Bridges	A1	Comparison	Independent	
14	Castlegate	Reflections Bridal Boutique	A1	Comparison	Independent	
18	Castlegate	Berrydin Books	A1	Comparison	Independent	
42	Castlegate	Charles Mace & Sons	A1	Comparison	Multiple	
44	Castlegate	The Barber Shop	A1	Comparison	Independent	
3	Church Street	George Grieve Stationery	A1	Comparison	Independent	
5	Church Street	Maureens	A1	Comparison	Independent	
11-13a	Church Street	Hair at Eleven	A1	Comparison	Independent	
13	Church Street	The Sporan	A1	Comparison	Independent	
31	Church Street	The Corner House	A1	Comparison	Independent	
2	Church Street	No. 6 Church Street	A1	Comparison	Independent	
8	Church Street	Age UK	A1	Comparison	Multiple	Charity
10-12	Church Street	Berwick Animal Rescue	A1	Comparison	Independent	Charity
24-26	Church Street	Fairbairn's Furniture	A1	Comparison	Independent	
48	Church Street	Blades	A1	Comparison	Independent	
60	Church Street	The Head Gardener	A1	Comparison	Independent	
64	Church Street	Saints Hair & Beauty	A1	Comparison	Independent	
16	Eastern Lane	Inness's Gents Hairstylist	A1	Comparison	Independent	
3	Golden Square	Buzz Stop	A1	Comparison	Independent	
11-13	Hide Hill	Polish shop	A1	Convenience	Independent	
23	Hide Hill	Homecare	A1	Comparison	Independent	
6-8	Hide Hill	Shoe Care	A1	Comparison	Independent	
16	Hide Hill	Decorum	A1	Comparison	Independent	
18	Hide Hill	The Flower Room	A1	Comparison	Independent	
30-34	Hide Hill	Bella B	A1	Comparison	Independent	
1	Marygate	Berwick Butchers	A1	Convenience	Independent	
7-9	Marygate	Bark	A1	Comparison	Regional	Charity
15-27	Marygate	Sports Direct	A1	Comparison	Multiple	
29	Marygate	M & Co.	A1	Comparison	Multiple	
31-33	Marygate	Thomas Cook	A1	Comparison	Multiple	
35	Marygate	Claire's Accessories	A1	Comparison	Multiple	
41-43	Marygate	Mountain Warehouse	A1	Comparison	Multiple	
45-47	Marygate	Bon Marche	A1	Comparison	Multiple	
49-51	Marygate	Vision Express	A1	Comparison	Multiple	
57	Marygate	Clarks	A1	Comparison	Key Attractor	
63	Marygate	British Heart Foundation	A1	Comparison	Multiple	Charity
67	Marygate	British Red Cross	A1	Comparison	Multiple	Charity
69-75	Marygate	WHSmith	A1	Comparison	Key Attractor	
81	Marygate	Edinburgh Woollen Mill	A1	Comparison	Multiple	
83C	Marygate	The Music Gallery	A1	Comparison	Independent	
87	Marygate	YMCA	A1	Comparison	Multiple	Charity
91-95	Marygate	o2	A1	Comparison	Key Attractor	
103-105	Marygate	Pandora	A1	Comparison	Regional	
107	Marygate	Glendale Paints	A1	Comparison	Regional	
109	Marygate	Hairdresser	A1	Comparison	Independent	
113-115	Marygate	Specsavers	A1	Comparison	Multiple	
121-125	Marygate	Iceland	A1	Convenience	Multiple	
127	Marygate	Four Angels	A1	Comparison	Independent	
129	Marygate	Trade Nation	A1	Comparison	Multiple	
131	Marygate	Youngman's Home Hardware	A1	Comparison	Regional	
4	Marygate	It's All About Me	A1	Comparison	Independent	
12-14	Marygate	Game Fair	A1	Comparison	Independent	
18	Marygate	Grahams Menswear	A1	Comparison	Independent	
22	Marygate	Thorntons	A1	Convenience	Multiple	
24	Marygate	Thomson	A1	Comparison	Multiple	
26	Marygate	Greggs	A1	Convenience	Multiple	
40	Marygate	Serendipity	A1	Comparison	Independent	
46	Marygate	Card Factory	A1	Comparison	Multiple	
48	Marygate	Vodafone	A1	Comparison	Key Attractor	
52	Marygate	Burton	A1	Comparison	Key Attractor	
54-58	Marygate	Savers	A1	Comparison	Multiple	
60-68	Marygate	Boots	A1	Comparison	Key Attractor	
70	Marygate	New Look	A1	Comparison	Key Attractor	
72-74	Marygate	Holland & Barrett	A1	Convenience	Multiple	
76-80	Marygate	Home Bargains	A1	Comparison	Multiple	
84	Marygate	Shoe Zone	A1	Comparison	Multiple	
86	Marygate	Ponden Home Interiors	A1	Comparison	Multiple	
100-102	Marygate	Cancer Research	A1	Comparison	Multiple	Charity
108	Marygate	Hainsworths	A1	Comparison	Independent	
110	Marygate	4 Seasons	A1	Comparison	Independent	
110	Marygate	Post Office	A1	Comparison	Multiple	
114	Marygate	Skelly & Son	A1	Convenience	Independent	
116	Marygate	Time Machine	A1	Comparison	Independent	
118	Marygate	Gemini Jewellers	A1	Comparison	Regional	
122	Marygate	Playtime	A1	Comparison	Independent	
124a	Marygate	Lime Shoe Co.	A1	Comparison	Independent	
7-11	Silver Street	Furniture Plus	A1	Comparison	Independent	
23	Tweed Street	Alicia's Attick	A1	Comparison	Independent	
1-3	Walkergate	Longbone and son	A1	Comparison	Independent	
11	Walkergate	North East Mobility Solutions	A1	Comparison	Regional	
6	Walkergate	L&C Bazaar	A1	Comparison	Independent	
15-17	West Street	Robertsons	A1	Comparison	Independent	
25	West Street	West Street Barbours	A1	Comparison	Independent	
6-8	West Street	Rhapsody Hair	A1	Comparison	Independent	
14	West Street	Fantasy Prints	A1	Comparison	Independent	
16-18	West Street	Cocature	A1	Convenience	Independent	
22	West Street	The Hair Boutique	A1	Comparison	Independent	
32	West Street	Bijoux Gifts	A1	Comparison	Independent	
1-5	Woolmarket	James Ford	A1	Convenience	Independent	
15	Woolmarket	Dempster	A1	Comparison	Regional	

Notes:
List of units updated from the Market Town Benchmarking Report for Berwick-upon-Tweed (Action for Market Towns, December 2013;
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Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Berwick-upon-Tweed (Action for Market Towns, December 2013

Table 4: List of Units in Blyth Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
1	Beaconsfield Street	Thomas Knight Nursing Home	C2A	N/A	N/A	
	Beaconsfield Street	Central Methodist Church	D1	N/A	N/A	
n/a	Beaconsfield Street	Vacant (behind Poundstretcher)	N/A	N/A	N/A	Vacant
6	Bondicar Terrace	Sky Guest Diner	A5	N/A	N/A	
17	Bondicar Terrace	The Waterloo	A4	N/A	N/A	
Unit 1	Bowes Street	Wilkinsons	A1	Convenience	Key Attractor	
3-5	Bowes Street	Northumberland Goldsmith	A1	Comparison	Independent	
6	Bowes Street	Vacant (formerly Sky Guests Diner)	N/A	N/A	N/A	Vacant
7	Bowes Street	R&S Bargains	A1	Comparison	Multiple	
7a	Bowes Street	Cash for Clothes	A2	N/A	N/A	
9	Bowes Street	Star Framing	A1	Comparison	Independent	
10	Bowes Street	Pronto	A3	N/A	N/A	
11	Bowes Street	Top Gun Tattoos	Sui Generis	N/A	N/A	
12	Bowes Street	Arthritis Research UK	A1	Comparison	Multiple	Charity
13	Bowes Street	Alphabet Soup	A3	N/A	N/A	
16-18	Bowes Street	Blyth United Services	A4	N/A	N/A	
17	Bowes Street	Hewitsons Barbers	A1	Comparison	Independent	
19-21	Bowes Street	Ladbroke's	Sui Generis	N/A	N/A	
20	Bowes Street	Voicemail Mobile Phone and Shop	A1	Comparison	Independent	
23	Bowes Street	Bob and Barbaras	A1	Comparison	Independent	
24	Bowes Street	Crowe and Atkinson	A1	Convenience	Independent	
25	Bowes Street	The Beauty Rooms	Sui Generis	N/A	N/A	
25	Bowes Street	Lauren Daniel Cakes	A1	Convenience	Independent	
27	Bowes Street	Bowes Street Barbers	A1	Comparison	Independent	
30	Bowes Street	Blyth Healthcare	A1	Comparison	Independent	
32	Bowes Street	Healthi Choice	A1	Convenience	Independent	
33	Bowes Street	Cash for Clothes	A2	N/A	N/A	
34	Bowes Street	Blyth Appliance Services	A1	Comparison	Independent	
34a	Bowes Street	Nappas Barber Shop	A1	Comparison	Independent	
35	Bowes Street	Hawthorn Florist	A1	Comparison	Independent	
36	Bowes Street	Jonny Boys Antique	A1	Comparison	Independent	
38	Bowes Street	Capricorn	A1	Comparison	Independent	
40	Bowes Street	Scott & Neave Plumbing & Heating	A1	Comparison	Independent	
41b	Bowes Street	Poser Ink Tattoos	Sui Generis	N/A	N/A	
41-49	Bowes Street	Barnardos Office	B1	N/A	N/A	
42	Bowes Street	Tudor Restaurant	A3	N/A	N/A	
51	Bowes Street	Icon Asks Fashion Accessories	A1	Comparison	Independent	
21f	Briardale Road	Checkers	A3	N/A	N/A	
1	Bridge Street	Reece Lloyd	A2	N/A	N/A	
2	Bridge Street	Alis Barber Shop	A1	Comparison	Independent	
3	Bridge Street	Ramsdens	Sui Generis	N/A	N/A	
4	Bridge Street	Jasher Coastal Financial Ltd.	A1	Comparison	Independent	
6	Bridge Street	Vacant (formerly Bridge Street Cafe)	N/A	N/A	N/A	Vacant
7	Bridge Street	Vacant (formerly Community Link)	N/A	N/A	N/A	Vacant
8	Bridge Street	Vacant (formerly UKIP shop)	N/A	N/A	N/A	Vacant
10	Bridge Street	Headlines	A1	Comparison	Independent	
12	Bridge Street	Vacant (formerly Jims Flooring)	N/A	N/A	N/A	Vacant
14	Bridge Street	Traditional Turkish Barbers	A1	Comparison	Independent	
16	Bridge Street	Vacant (no name)	N/A	N/A	N/A	Vacant
18	Bridge Street	Poundstretcher	A1	Convenience	Multiple	
21	Bridge Street	Post Office Sorting Office	B8	N/A	N/A	
22	Bridge Street	Barclays	A2	N/A	N/A	
24	Bridge Street	Art Cafe	A4	N/A	N/A	
25	Bridge Street	TKS Sandwich Station	A1	Convenience	Independent	
31	Bridge Street	Vacant (formerly H5BC)	N/A	N/A	N/A	Vacant
33	Bridge Street	Mahara's Lounge	A3	N/A	N/A	
35	Bridge Street	Pizza Real	A5	N/A	N/A	
36	Bridge Street	Job Centre Plus	Sui Generis	N/A	N/A	
39	Bridge Street	Croft Vets	Sui Generis	N/A	N/A	
40	Bridge Street	Blyth Probation Office	B1	N/A	N/A	
40	Bridge Street	The Academy Hairdressers	A1	Comparison	Independent	
50	Bridge Street	Post Office Bar	A4	N/A	N/A	
52	Bridge Street	The Veterinary Centre Blyth	Sui Generis	N/A	N/A	
60	Bridge Street	Olivers	A4	N/A	N/A	
62-66	Bridge Street	Robert Kirkland	B1	N/A	N/A	
65	Bridge Street	Vacant (formerly Millenium Tyres)	N/A	N/A	N/A	Vacant
67	Bridge Street	The Quay	A4	N/A	N/A	
79	Bridge Street	JSOS	B1	N/A	N/A	
n/a	Bridge Street	Vacant (next to Kings Head)	N/A	N/A	N/A	Vacant
85	Bridge Street	Kings Head/ Jumping Jax	Sui Generis	N/A	N/A	
91	Bridge Street	Oddfellows Arms	A4	N/A	N/A	
	Bridge Street	Police	C2A	N/A	N/A	
	Bridge Street	Library	D1	N/A	N/A	
12-14	Church Street	The Fruit Shop	A1	Convenience	Independent	
1	Church Street	William Hill	Sui Generis	N/A	N/A	
1	Church Street	Argos	A1	Comparison	Key Attractor	
3	Church Street	Charming Thoughts	A1	Comparison	Independent	
4	Church Street	Vacant (formerly Cheque Centre)	N/A	N/A	N/A	Vacant
5-9 Commercial Buildings	Church Street	Specsavers	A1	Comparison	Multiple	
11	Church Street	Hair at the Den	A1	Comparison	Independent	
13	Church Street	Shys	A1	Convenience	Independent	
18	Church Street	Leeds Building Society	A2	N/A	N/A	
11	Commercial Road	Post Office	A1	Comparison	Multiple	
11	Commercial Road	Best One	A1	Convenience	Multiple	
12-13	Commercial Road	Baby Needs	A1	Comparison	Independent	
13	Commercial Road	Beauty Works	A1	Comparison	Independent	
15	Commercial Road	Checkers 2 Go	A3	N/A	N/A	
15-17	Commercial Road	Dolly Dimples	A3	N/A	N/A	
1	Coomassie Road	Olivers Bakery	A1	Convenience	Independent	
3a	Coomassie Road	Patricias	A1	Comparison	Independent	
3	Croft Road	Parts 4 U	A1	Convenience	Independent	
4	Croft Road	Store room of carpet fitter	B8	N/A	N/A	
5	Croft Road	Eastern Balti	A5	N/A	N/A	
6	Croft Road	Serenity	D1	N/A	N/A	
8	Croft Road	Vacant (formerly Baby Bargains)	N/A	N/A	N/A	Vacant
	Croft Road	Blyth Constitutional Club	A4	N/A	N/A	
1-3	Delaval Terrace	Harveys Pet Shop	A1	Comparison	Independent	
4	Delaval Terrace	Lloyds Pharmacy	A1	Comparison	Multiple	
5	Delaval Terrace	Jackpot Amusements	Sui Generis	N/A	N/A	
6	Delaval Terrace	New Tones	A1	Comparison	Independent	
1	Freehold Street	Sorrentinos	A5	N/A	N/A	
1a	Freehold Street	Blue Bay	A5	N/A	N/A	
2	Freehold Street	Juliettas	A3	N/A	N/A	
2	Freehold Street	Ivy Cafe	A3	N/A	N/A	
6	Freehold Street	Hair by Jools	A1	Convenience	Independent	
3	Havelock Street	Be Beautiful	Sui Generis	N/A	N/A	
4	Havelock Street	Celebrations	A1	Convenience	Independent	
5	Havelock Street	Jim's Flooring	A1	Convenience	Independent	
6	Havelock Street	Rickard	A2	N/A	N/A	
8	Havelock Street	The Beauty Factory	Sui Generis	N/A	N/A	
9	Havelock Street	Albemarle Bond	Sui Generis	N/A	N/A	
10	Havelock Street	Pizza Hot	A5	N/A	N/A	
11	Havelock Street	Grainger Games	A1	Convenience	Multiple	
New Buildings	High Street	High Street Social Club	D1	N/A	N/A	
1	Keel Row Shopping Centre	Superdrug	A1	Convenience	Key Attractor	
2	Keel Row Shopping Centre	Evans	A1	Comparison		
3	Keel Row Shopping Centre	Urban	A1	Comparison	Multiple	
4	Keel Row Shopping Centre	Shoe Zone	A1	Comparison	Multiple	
5	Keel Row Shopping Centre	Holland and Barrett	A1	Convenience	Multiple	
6	Keel Row Shopping Centre	Clinton Cards	A1	Comparison	Key Attractor	
7	Keel Row Shopping Centre	New Look	A1	Comparison	Key Attractor	
8	Keel Row Shopping Centre	WHSmith	A1	Convenience	Key Attractor	
9	Keel Row Shopping Centre	Temporary Clothes Shop	A1	Comparison	Independent	
10	Keel Row Shopping Centre	Vacant (formerly NCC Information Cent	N/A	N/A	N/A	Vacant
11	Keel Row Shopping Centre	Bright House	A1	Comparison	Multiple	
13	Keel Row Shopping Centre	Bon Marche	A1	Comparison	Multiple	
14/15	Keel Row Shopping Centre	Store 21	A1	Comparison	Multiple	
16	Keel Row Shopping Centre	Dorothy Perkins	A1	Comparison	Key Attractor	
17	Keel Row Shopping Centre	o2	A1	Comparison	Key Attractor	
18	Keel Row Shopping Centre	Vacant (no name)	N/A	N/A	N/A	Vacant
19	Keel Row Shopping Centre	Deans Flowers	A1	Comparison	Independent	
20	Keel Row Shopping Centre	Card Factory	A1	Comparison	Multiple	
1	King Street	Bradleys Master Lock Shop	A1	Comparison	Independent	
4	King Street	Blyth Flame	A5	N/A	N/A	
4	King Street	Treasure	A3	N/A	N/A	
4-6	King Street	Millennium	D2	N/A	N/A	
7-8	King Street	Sports and Leisure	A1	Comparison	Independent	
2	Market Street	Dawson Sanderson	A1	Comparison	Multiple	
4	Market Street	Max Spielman	A1	Convenience	Multiple	
8	Market Street	V and N Jewellers	A1	Comparison	Independent	
10	Market Street	Perfect Home	A1	Comparison	Multiple	
21-27	Market Street	Savers	A1	Convenience	Multiple	
29	Market Street	Thomson	A2	N/A	N/A	
25-28	Market Street	YMCA	A1	Comparison	Multiple	Charity
31	Market Street	Market Chippy	A5	N/A	N/A	
2	Parsons Street	Jasher Euro-Afro Hair Salon	A1	Comparison	Independent	
2a	Parsons Street	DJ Preston Optician	A1	Comparison	Independent	
4	Parsons Street	Margaret's Make & Mend	A1	Comparison	Independent	
8-10	Parsons Street	Deedar Caterers and Co	A3	N/A	N/A	
The Kiosk	Post Office Square	Broyds	A1	Convenience	Independent	
3-13	Quay Road	Eric Tolhurst Centre	B1	N/A	N/A	
1	Regent Street	Trails Shoe Repairs	A1	Convenience	Independent	
3	Regent Street	The Law Shop	A2	N/A	N/A	
4	Regent Street	Vacant (formerly Dotties Deli)	N/A	N/A	N/A	Vacant
5	Regent Street	Hayes Travel	A1	Comparison	Multiple	
6	Regent Street	Rook, Matthews Sayer	A2	N/A	N/A	
7	Regent Street	Nat West	A2	N/A	N/A	
7a	Regent Street	Blyth Mobile & Computer Repairs	A1	Comparison	Independent	
8	Regent Street	Market Place Meats	A1	Convenience	Independent	
11	Regent Street	Headly Solicitors	A2	N/A	N/A	
11	Regent Street	Mike Rogerson	A2	N/A	N/A	
13	Regent Street	British Red Cross	A1	Comparison	Multiple	Charity
16	Regent Street	Greggs	A1	Convenience	Multiple	
18	Regent Street	Burtens	A1	Comparison	Key Attractor	
22	Regent Street	Santander	A2	N/A	N/A	
24	Regent Street	British Heart Foundation	A1	Comparison	Multiple	Charity
28	Regent Street	Lush Nail Bar	Sui Generis	N/A	N/A	
26	Regent Street	Apple Blossom	A1	Convenience	Independent	
30	Regent Street	Best Bargains	A1	Comparison	Independent	
32	Regent Street	Scope	A1	Comparison	Multiple	Charity
34	Regent Street	Tan Xpress	Sui Generis	N/A	N/A	
36	Regent Street	Reeds Rains	A2	N/A	N/A	
38	Regent Street	Blyth and Tyne	A4	N/A	N/A	
40	Regent Street	Geordie Broons	A1	Comparison	Independent	
42	Regent Street	Last Orders	A4	N/A	N/A	
43	Regent Street	HeadKase	A1	Comparison	Independent	

No.	Street Name	Business Name	Use Class	Type	Type	Notes
44	Regent Street	Les Belles	A1	Comparison	Independent	
56	Regent Street	Springways	A1	Convenience	Independent	
58	Regent Street	Goodfillers	A1	Convenience	Independent	
60	Regent Street	Vacant (formerly Dynamix Hair)	N/A	N/A	N/A	Vacant
62	Regent Street	Dixon and Baston	A1	Comparison	Independent	
66	Regent Street	J.Herron Jeweller	A1	Comparison	Independent	
70	Regent Street	Vacant (formerly Miller Wallace)	N/A	N/A	N/A	Vacant
	Regent Street	Morrisons	A1	Convenience	Multiple	
	Rink Street	Mecca Bingo	D2	N/A	N/A	
5	Seaforth Street	Blyth Electrical Services	A1	Comparison	Independent	
5a	Seaforth Street	Vacant (formerly Beauty Works)	N/A	N/A	N/A	Vacant
7-9	Seaforth Street	Vacant (formerly Tea for Two)	N/A	N/A	N/A	Vacant
4	Simpson Street	Hank Marvins	A1	Convenience	Independent	
7	Simpson Street	Lucas James	A2	N/A	N/A	
3	Stanley Street	Cuthbertsons	A2	N/A	N/A	
4-8	Stanley Street	Alderson Law	A2	N/A	N/A	
7	Stanley Street	Needles and Pins	A1	Convenience	Independent	
7	Stanley Street	Sunlight Dry Cleaners	A1	Convenience	Multiple	
9	Stanley Street	Michaels Hair Design	A1	Comparison	Independent	
9	Stanley Street	G D Hakin	A2	N/A	N/A	
11-13	Stanley Street	The Roxbury	Sui Generis	N/A	N/A	
12	Stanley Street	Weir Insurance	A2	N/A	N/A	
14	Stanley Street	Thompson Opticians	A1	Comparison	Multiple	
15	Stanley Street	Yarwood and Stubley	A2	N/A	N/A	
18	Stanley Street	Financial Direction	A2	N/A	N/A	
20	Stanley Street	Blyth Valley Disabled Forum	B1	N/A	N/A	
22-24	Stanley Street	Carr & Co	A2	N/A	N/A	
4	Sussex Street	John Grenfell & Son	A1	Comparison	Independent	
34	Sussex Street	Quayside Cafe	A3	N/A	N/A	
2-4	Union Street	Mackenzie Central Newsagency	A1	Convenience	Independent	
6	Union Street	Private Hire Taxis	Sui Generis	N/A	N/A	
12	Union Street	Vacant (formerly Saleem Property)	N/A	N/A	N/A	Vacant
14	Union Street	The Wallaw	A4	N/A	N/A	
16	Union Street	Fergusons Motors and Cycles	Sui Generis	N/A	N/A	
4	Wanley Street	Nationwide	A2	N/A	N/A	
5-7	Wanley Street	Specs Galore	A1	Comparison	Multiple	
	Wanley Street	Vacant (next to Hot Wok)	N/A	N/A	N/A	Vacant
8	Wanley Street	Hot Wok	A5	N/A	N/A	
10	Wanley Street	Spartan Spice	A5	N/A	N/A	
21-23	Waterloo Road	Greenwoods	A1	Comparison	Multiple	
25	Waterloo Road	Victory Amusements	Sui Generis	N/A	N/A	
27-29	Waterloo Road	Vacant (formerly Pal Joey)	N/A	N/A	N/A	Vacant
31-35	Waterloo Road	Boots the Chemist	A1	Comparison	Key Attractor	
37	Waterloo Road	Halifax	A2	N/A	N/A	
39	Waterloo Road	TTE Amusements	Sui Generis	N/A	N/A	
40	Waterloo Road	Vacant (formerly Oxfam)	N/A	N/A	N/A	Vacant
41	Waterloo Road	Heron Foods	A1	Convenience	Multiple	
42	Waterloo Road	The Food Weigh House	A1	Convenience	Independent	
44-46	Waterloo Road	Northern Chair World	A1	Convenience	Independent	
45	Waterloo Road	Subway	A1	Convenience	Multiple	
	Waterloo Road	Vacant (between Subway and Iceland)	N/A	N/A	N/A	Vacant
	Waterloo Road	Iceland	A1	Convenience	Multiple	
Unit 1 Northumbria House	Waterloo Road	Bargain Buys	A1	Comparison	Multiple	
47-71 Northumbria House	Waterloo Road	Poundworld	A1	Comparison	Multiple	
50	Waterloo Road	Shvs Quality Butcher	A1	Convenience	Independent	
52	Waterloo Road	Dopplos	A3	N/A	N/A	
54	Waterloo Road	Chisholm	Sui Generis	N/A	N/A	
56	Waterloo Road	Go As You Please	A1	Comparison	Independent	
58	Waterloo Road	Prince of Wales	A4	N/A	N/A	
60	Waterloo Road	Sambuca	A3	N/A	N/A	
60-62	Waterloo Road	Quality Pizza	A5	N/A	N/A	
66	Waterloo Road	The Barber Stop	A1	Comparison	Independent	
68-70	Waterloo Road	House of Marley	A1	Comparison	Independent	
72	Waterloo Road	First Choice Computers	A1	Comparison	Independent	
73	Waterloo Road	Cash Generator	Sui Generis	N/A	N/A	
74	Waterloo Road	Barnardos	A1	Comparison	Multiple	Charity
76	Waterloo Road	Pattison	A2	N/A	N/A	
78	Waterloo Road	The Flying Horse	A4	N/A	N/A	
79	Waterloo Road	The Coffee Shop	A3	N/A	N/A	
79	Waterloo Road	Cara Mia	A3	N/A	N/A	
79	Waterloo Road	Premier Convenience Store	A1	Convenience	Multiple	
79	Waterloo Road	Gill Fisheries / The Codfather	A5	N/A	N/A	
89	Waterloo Road	China Cook	A5	N/A	N/A	
91	Waterloo Road	Swinton	A2	N/A	N/A	
Crofton House	Waterloo Road	Co Op Funeral Care	A1	Comparison	Multiple	
1	Wright Street	Spice of India	A3	N/A	N/A	
Yorton Corner	York Street	Geordie Broons Auction House	Sui Generis	N/A	N/A	
Tyne House	York Street	National Tyres and Autocare	Sui Generis	N/A	N/A	
	York Street	Scotts Fireplace Centre	A1	Comparison	Independent	

Notes:
List of units updated from the Market Town Benchmarking Report for Blyth (Action for Market Towns, December 2013).
Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015.
Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Blyth (Action for Market Towns, December 2013).

Table 5: List of Units in Cramlington Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
	Church Street	Convenience	A1	Comparison	Independent	
	Church Street	Village Vets	Sui Generis	N/A	N/A	
	Church Street	The Green	A4	N/A	N/A	
	Church Street	Village Barber Shop	A1	Comparison	Independent	
1	Church Street	Second to None	A1	Comparison	Regional	
8	Church Street	Dental Practice	D1	N/A	N/A	
3	Dudley Lane	Coversure	A2	N/A	N/A	
	Dudley Lane	Lai Qila	A3	N/A	N/A	
	Dudley Lane	The Village Surgery	D1	N/A	N/A	
The Village Surgery	Dudley Lane	Yarrow and Harvey	A1	Comparison	Independent	
The Village Surgery	Dudley Lane	Well Pharmacy	A1	Comparison	Multiple	
	Forum Way	Co Op Funeral Care	A1	Comparison	Multiple	
	Forum Way	The Phoenix	A4	N/A	N/A	
	Forum Way	Cramlington Town Council	B1	N/A	N/A	
	Forum Way	Concordia Leisure Centre	D2	N/A	N/A	
	Forum Way	Cramlington Library and Info Centre	D1	N/A	N/A	
	Forum Way	Gala Bingo	D2	N/A	N/A	
	Forum Way	Cramlington Health Centre	D1	N/A	N/A	
	Forum Way	Police	C2A	N/A	N/A	
	Forum Way	Vacant (formerly Blockbuster)	N/A	N/A	N/A	Vacant
	Forum Way	Vacant (formerly Old Library)	N/A	N/A	N/A	Vacant
	Laurel Place	Philipsons Garage	B2	N/A	N/A	
Bamburgh House	Manor Walk Shopping Centre	Boots the Chemist	A1	Comparison	Key Attractor	
Bamburgh House	Manor Walk Shopping Centre	HSBC	A2	N/A	N/A	
Cheviot House	Manor Walk Shopping Centre	The Fragrance Shop	A1	Comparison	Multiple	
Cheviot House	Manor Walk Shopping Centre	Reeds Rains	A2	N/A	N/A	
Craster Court	Manor Walk Shopping Centre	Thomas Cook	A1	Comparison	Multiple	
Craster Court	Manor Walk Shopping Centre	British Heart Foundation	A1	Comparison	Multiple	Charity
Craster Court	Manor Walk Shopping Centre	A and G Marshall	A1	Comparison	Independent	
Craster Court	Manor Walk Shopping Centre	Newcastle Building Society	A2	N/A	N/A	
Craster Court	Manor Walk Shopping Centre	Bon Marche	A1	Comparison	Multiple	
Craster Court	Manor Walk Shopping Centre	J D Sports	A1	Comparison	Multiple	
Craster Court	Manor Walk Shopping Centre	Home Fair	A1	Comparison	Multiple	
Craster Court	Manor Walk Shopping Centre	Ladbroke	Sui Generis	N/A	N/A	
Craster Court	Manor Walk Shopping Centre	Trims for Him	A1	Comparison	Independent	
Craster Court	Manor Walk Shopping Centre	The Cramlington Cobbler	A1	Convenience	Independent	
Dudley Court	Manor Walk Shopping Centre	Job Centre Plus	B1	N/A	N/A	
Dudley Court	Manor Walk Shopping Centre	Virgin Money	A2	N/A	N/A	
	Manor Walk Shopping Centre	Vacant (formerly Urban)	N/A	N/A	N/A	Vacant
	Manor Walk Shopping Centre	Select	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	Eric Snowden	A1	Comparison	Independent	
	Manor Walk Shopping Centre	Grainger Games	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	New Look	A1	Comparison	Key Attractor	
	Manor Walk Shopping Centre	Yorkshire Linen	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	Dorothy Perkins	A1	Comparison	Key Attractor	
	Manor Walk Shopping Centre	Urban	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	o2	A1	Comparison	Key Attractor	
23 Northumbria House	Manor Walk Shopping Centre	Greggs	A1	Convenience	Multiple	
	Manor Walk Shopping Centre	EE	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	Superdrug	A1	Convenience	Key Attractor	
	Manor Walk Shopping Centre	3 Store	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	Wilkinsons	A1	Convenience	Key Attractor	
	Manor Walk Shopping Centre	Lloyds Bank	A2	N/A	N/A	
	Manor Walk Shopping Centre	Rydeales	A2	N/A	N/A	
	Manor Walk Shopping Centre	Annas Floral Designs	A1	Comparison	Independent	
	Manor Walk Shopping Centre	Vacant (next to Annas Floral Designs)	N/A	N/A	N/A	Vacant
	Manor Walk Shopping Centre	Haze Travel	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	O Briens	A3	N/A	N/A	
	Manor Walk Shopping Centre	Vacant (formerly Saks)	N/A	N/A	N/A	Vacant
	Manor Walk Shopping Centre	Dominos	A5	N/A	N/A	
	Manor Walk Shopping Centre	Prezzo	A3	N/A	N/A	
	Manor Walk Shopping Centre	The Seven Oaks	A4	N/A	N/A	
	Manor Walk Shopping Centre	Post Office (inside Asda)	A1	Convenience	Multiple	
27b	Manor Walk Shopping Centre	H Samuel	A1	Comparison	Multiple	
	Manor Walk Shopping Centre	Home Bargains	A1	Comparison	Multiple	
4b	Manor Walk Shopping Centre	Subway	A3	N/A	N/A	
	Manor Walk Shopping Centre	Vue Cinema	D2	N/A	N/A	
Unit 3 Dudley Court	Manor Walk Shopping Centre	William Hill	Sui Generis	N/A	N/A	
	Manor Walks Shopping Centre	Asda	A1	Convenience	Multiple	
	Manor Walks Shopping Centre	Iceland	A1	Convenience	Multiple	
	Manor Walks Shopping Centre	Shearung Shack	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Thomson	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Barclays	A2	N/A	N/A	
	Manor Walks Shopping Centre	Clares	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Roman	Sui Generis	Comparison	Multiple	
	Manor Walks Shopping Centre	Peacocks	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Yorkshire Trading Company	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Pounland	A1	Convenience	Multiple	
	Manor Walks Shopping Centre	Card Factory	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Specsavers	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Pal Joey	A1	Comparison	Regional	
	Manor Walks Shopping Centre	Vacant (next to Pal Joey)	N/A	N/A	N/A	Vacant
	Manor Walks Shopping Centre	Vacant (formerly Bettinis)	N/A	N/A	N/A	Vacant
	Manor Walks Shopping Centre	The Jewellers Guild	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Ramsdens	Sui Generis	N/A	N/A	
	Manor Walks Shopping Centre	Super Trims	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Star Nails	Sui Generis	N/A	N/A	
	Manor Walks Shopping Centre	Vintage Chocolate Parlour	A1	Convenience	Independent	
	Manor Walks Shopping Centre	Mike Rogerson	A2	N/A	N/A	
	Manor Walks Shopping Centre	Sainsburys	A1	Convenience	Key Attractor	
	Manor Walks Shopping Centre	Entertainment Exchange	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Bitini's	A3	N/A	N/A	
	Manor Walks Shopping Centre	Vacant (formerly The Green Grocery)	N/A	Convenience	Independent	Vacant
	Manor Walks Shopping Centre	Precious Moments	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Vacant (next to Precious Moments)	N/A	N/A	N/A	Vacant
	Manor Walks Shopping Centre	Dicksons	A1	Convenience	Multiple	
	Manor Walks Shopping Centre	Crisanden Textiles	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Sheer & Shack (2nd Unit)	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Mobility Direct North	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Just Fabulous	A1	Comparison	Independent	
	Manor Walks Shopping Centre	NE Makeup	A1	Comparison	Multiple	
	Manor Walks Shopping Centre	Solo Blinds	A1	Convenience	Regional	
	Manor Walks Shopping Centre	Healthier Smoker	A1	Convenience	Independent	
	Manor Walks Shopping Centre	Vacant (next to The Real China)	N/A	N/A	N/A	Vacant
	Manor Walks Shopping Centre	Vacant (formerly The Red China)	N/A	N/A	N/A	Vacant
	Manor Walks Shopping Centre	Poundworld	A1	Convenience	Multiple	
	Manor Walks Shopping Centre	Fonestyle	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Pennine	A1	Comparison	Independent	
54 Northumbria House	Manor Walks Shopping Centre	Shoe Zone	A1	Comparison	Multiple	
Northumbria House	Manor Walks Shopping Centre	Vodafone	A1	Comparison	Key Attractor	
25 Northumbria House	Manor Walks Shopping Centre	Co Op Travel	A1	Comparison	Multiple	
Unit C2 South Mall	Manor Walks Shopping Centre	Frankie and Bennys	A3	N/A	N/A	
	Middle Farm	Cramlington Youth Project	D1	N/A	N/A	
Quarryside House	Middle Farm Square	The Physiotherapy & Sports Clinic	D1	N/A	N/A	
Quarryside House	Middle Farm Square	Saks Hair & Beauty	A1	Comparison	Independent	
1	Middle Farm Square	The Studio Hairdressing	A1	Comparison	Independent	
	Manor Walks Shopping Centre	Vacant (next to Bettinis)	N/A	N/A	N/A	Vacant
	Old Church	Eleven Boutique	Sui Generis	N/A	N/A	
1	Old Parish Hall	Coral	Sui Generis	N/A	N/A	
	Park View	The Village Tattoo	Sui Generis	N/A	N/A	
	School Lane	Vacant (formerly Cramlington Masonic)	N/A	N/A	N/A	Vacant
	Smithy Square	Dragon Inn	A5	N/A	N/A	
	Smithy Square	The Village	A5	N/A	N/A	
	Smithy Square	Pattinson	A2	N/A	N/A	
	Smithy Square	Renown	A2	N/A	N/A	
	Smithy Square	Panuccis	A3	N/A	N/A	
	Smithy Square	Court Hair	A1	Comparison	Independent	
1st Floor, Blagdon House	Smithy Square	Aura	Sui Generis	N/A	N/A	
8 Westmorland Retail Park	Station Road	Halfords	A1	Comparison	Multiple	
2	Village Road	John the Clerk of Cramlington	A4	N/A	N/A	
	Village Road	Body Bronze	Sui Generis	N/A	N/A	
	Village Road	H Duckworth	A1	Comparison	Multiple	
6	Village Road	Working Mens Club	A4	N/A	N/A	
	Village Square	Blagdon Arms	A4	N/A	N/A	
	Village Square	Vacant (next to Blagdon Arms)	N/A	N/A	N/A	Vacant
Middle Farm Buildings	Village Square	The Plough	A4	N/A	N/A	
	Village Square	Parish Church of Saint Nicholas	D1	N/A	N/A	
	West Farm Court	Roundhouse Health	D1	N/A	N/A	
4	West Farm Court	La Maison	A1	Comparison	Independent	
	West Farm Court	Ayres Vets	Sui Generis	N/A	N/A	
	West Farm Court	West Farm House	D1	N/A	N/A	
2	Westmoreland Retail Park	Bargain Buys	A1	Convenience	Multiple	
4	Westmoreland Retail Park	Next	A1	Comparison	Key Attractor	
	Westmoreland Retail Park	Carpet Right	A1	Comparison	Multiple	
7	Westmoreland Retail Park	Pets at Home	A1	Comparison	Multiple	
	Westmoreland Retail Park	Arros	A1	Comparison	Key Attractor	
	Westmoreland Retail Park	Dunhelm Mill	A1	Comparison	Multiple	
	Westmoreland Retail Park	Franks Flooring	A1	Comparison	Multiple	
	Westmoreland Retail Park	Currys PC World	A1	Comparison	Multiple	
	Westmoreland Retail Park	Maplin	A1	Comparison	Multiple	
	Westmoreland Retail Park	M&S Food	A1	Convenience	Key Attractor	
	Westmoreland Retail Park	TK Maxx	A1	Comparison	Key Attractor	
	Westmoreland Way	McDonalds	A3	N/A	N/A	

Notes:
List of units updated from the Market Town Benchmarking Report for Cramlington (Action for Market Towns, December 2013)
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Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Cramlington (Action for Market Towns, December 2013)

Table 6: List of Units in Hexham Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
Agricultural House	Argyle Terrace	NFU	A2	N/A	N/A	
1	Battle Hill	Vacant (formerly Pattinson Photograp	N/A	N/A	N/A	Vacant
1A	Battle Hill	Hands On	Sui Generis	N/A	N/A	
2	Battle Hill	Oxfam Books	A1	Comparison	Multiple	Charity
4	Battle Hill	Oven and Grill	A5	N/A	N/A	
4A	Battle Hill	Getta Sandwich	A1	Convenience	Independent	
5	Battle Hill	Nat West	A2	N/A	N/A	
6	Battle Hill	Vacant (formerly Rainbow Pets)	N/A	N/A	N/A	Vacant
7	Battle Hill	The Globe Inn	A4	N/A	N/A	
8	Battle Hill	Oxfam	A1	Comparison	Multiple	Charity
9	Battle Hill	Vacant (formerly Johnsons)	N/A	N/A	N/A	Vacant
9a	Battle Hill	Sidney's	A3	N/A	N/A	
10	Battle Hill	Vacant (formerly Age UK)	N/A	N/A	N/A	Vacant
10	Battle Hill	Battle Hill family Dental Practice	D1	N/A	N/A	
13	Battle Hill	Red Hot Property	A2	N/A	N/A	
13	Battle Hill	Artful	A1	Comparison	Independent	
15	Battle Hill	J C Herdman	A1	Comparison	Independent	
15	Battle Hill	L Dickinson	A1	Comparison	Independent	
17	Battle Hill	Hexham Dentist	D1	N/A	N/A	
19-21	Battle Hill	Tynedale Hospice Bookshop	A1	Comparison	Regional	Charity
22	Battle Hill	Golden Dragon	A3	N/A	N/A	
24	Battle Hill	Total Beauty	Sui Generis	N/A	N/A	
26	Battle Hill	Mary Anderson	D1	N/A	N/A	
28	Battle Hill	H Caris and Son	A1	Comparison	Independent	
1, Gibson House	Battle Hill	Vacant (formerly Tax Assist)	N/A	N/A	N/A	Vacant
1, Newmans Way	Battle Hill	Tynedale Hospice at Home	B1	N/A	N/A	
Gibson House	Battle Hill	Aligretto	A1	Comparison	Independent	
Gibson House	Battle Hill	Greggs Sports	A1	Comparison	Multiple	
-	Battle Hill	Vacant (next to Globe Inn)	N/A	N/A	N/A	Vacant
-	Battle Hill	Saint Marys Church	D1	N/A	N/A	
1-3	Beaumont Street	Dickinsons	A1	Comparison	Regional	
3	Beaumont Street	Newcastle Building Society	A2	N/A	N/A	
4	Beaumont Street	Deli at Number 4	A1	Convenience	Independent	
6	Beaumont Street	Hexham Conservative Club	A4	N/A	N/A	
7	Beaumont Street	Thomas Ellis	A1	Comparison	Independent	
8	Beaumont Street	Hexham Courant	B1	N/A	N/A	
9	Beaumont Street	Abbey Dental Practice	D1	N/A	N/A	
1-2	Beaumont Street	Dickinsons Interiors	A1	Comparison	Multiple	
Central Chambers	Beaumont Street	The Cedar Tree	A3	N/A	N/A	
Central Chambers	Beaumont Street	Hexham Community Church Office	B1	N/A	N/A	
Central Chamber	Beaumont Street	Hexham Community Church	D1	N/A	N/A	
Queens Street	Beaumont Street	Queens Hall	D2	N/A	N/A	
Queens Hall	Beaumont Street	Differentia	B1	N/A	N/A	
-	Beaumont Street	Hexham Abbey	D1	N/A	N/A	
-	Beaumont Street	Hexham Abbey Shop	A1	Comparison	Independent	
-	Beaumont Street	Exchange	A3	N/A	N/A	
-	Beaumont Street	Beaumont Hotel	C1	N/A	N/A	
-	Beaumont Street	Trinity Methodist Church	D1	N/A	N/A	
1-3	Broadgates	The Potting Shed	A1	Comparison	Multiple	
-	Broadgates	Tynedale Electrics	A1	Comparison	Independent	
1	Cattle Market	Boots the Chemist	A1	Comparison	Key Attractor	
2	Cattle Market	Bee in the Butterfly	A3	N/A	N/A	
3	Cattle Market	William Hill	Sui Generis	N/A	N/A	
4	Cattle Market	Shire Gate Cafe	A3	N/A	N/A	
5	Cattle Market	Virgin Money	A2	N/A	N/A	
7	Cattle Market	Cranstones	A1	Convenience	Multiple	
9	Cattle Market	Vacant (formerly Britannia)	N/A	N/A	N/A	Vacant
11	Cattle Market	Coral	Sui Generis	N/A	N/A	
13	Cattle Market	Artisan Bakery & Cafe	A3	N/A	N/A	
13A	Cattle Market	Watsonia Florists	A1	Comparison	Independent	
Hexham Primary Care Centr	Corbridge Road	Vacant (formerly Burn Brae)	N/A	N/A	N/A	Vacant
-	Dene Avenue	Vacant (Hexham House)	N/A	N/A	N/A	Vacant
1	Eastgate	Tap and Spile	A4	N/A	N/A	
4	Eastgate	Bodywork Centre	D1	N/A	N/A	
6	Eastgate	Inspired Pots	A1	Comparison	Independent	
12	Eastgate	Danielles	A3	N/A	N/A	
5-7	Eastgate	Reflections	A1	Comparison	Regional	
1	Fore Street	Saxon Financial Ltd	A4	N/A	N/A	
1	Fore Street	AMR Geometrics / Crawford Higgins	B1	N/A	N/A	
3-5	Fore Street	Costa	A3	N/A	N/A	
6	Fore Street	Argos	A1	Comparison	Key Attractor	
7	Fore Street	Boots	A1	Comparison	Key Attractor	
8-10	Fore Street	Mountain Warehouse	A1	Comparison	Multiple	
11-15	Fore Street	Scope	A1	Comparison	Multiple	Charity
12	Fore Street	Clarks	Sui Generis	Comparison	Key Attractor	
14	Fore Street	Jodie's Dragonfly Shop	A1	Comparison	Independent	
16-18	Fore Street	Vacant (formerly Poundstretcher)	N/A	N/A	N/A	Vacant
17-21	Fore Street	Iceland	A1	Convenience	Multiple	
22-24	Fore Street	Millets	A1	Comparison	Multiple	
23-25	Fore Street	Clintons	A1	Comparison	Key Attractor	
26	Fore Street	Vacant (formerly Billy Bites)	N/A	N/A	N/A	Vacant
27-29	Fore Street	Superdrug	A1	Comparison	Key Attractor	
28-28a	Fore Street	Thomsons	A1	Comparison	Multiple	
30	Fore Street	Specsavers	A1	Comparison	Multiple	
31-33	Fore Street	Holland & Barrett	A1	Convenience	Multiple	
33	Fore Street	Watersones	A1	Comparison	Key Attractor	
34	Fore Street	WHSmith	A1	Comparison	Key Attractor	
35-37	Fore Street	M & Co	D2	N/A	N/A	
35-37	Fore Street	No Limits	D2	N/A	N/A	
35-37	Fore Street	Terposichore	A1	Comparison	Independent	
36	Fore Street	Caffé Nero	A3	N/A	N/A	
36a	Fore Street	Phone Palace	A1	Comparison	Multiple	
39	Fore Street	Andrew Coulson	Sui Generis	N/A	N/A	
39a	Fore Street	Restored	A1	Comparison	Multiple	
41	Fore Street	Hexham Fonehouse	A1	Comparison	Independent	
41a	Fore Street	Dawson & Sanderson Ltd	A1	Comparison	Multiple	
44	Fore Street	Skipton Building Society	A2	N/A	N/A	
45	Fore Street	Hares of Hexham	A1	Comparison	Independent	
48	Fore Street	Rook, Matthews Sayer	A2	N/A	N/A	
48	Fore Street	Beales	A1	Comparison	Multiple	
48	Fore Street	Post Office	A1	Comparison	Multiple	
48	Fore Street	Nisa	N/A	Convenience	Multiple	Vacant
-	Fore Street	HSBC	A2	N/A	N/A	
16	Giles Place	Rowlands Accountants	A2	N/A	N/A	
18	Gilesgate	Martin J Taylor	B2	N/A	N/A	
22	Gilesgate	The Tannery	A4	N/A	N/A	
\	Gilesgate	Core Music	A1	Comparison	Independent	
43-43a	Gilesgate	The Discount Warehouse	A1	Comparison	Independent	
-	Gilesgate	Hexham Community Centre	D1	N/A	N/A	
-	Gilesgate	Hall Bank Guest House	C1	N/A	N/A	
10	Hallgate	Bunters	A3	N/A	N/A	
17b	Hallgate	Josies Dragonfly Shop	A1	Comparison	Independent	
20	Hallgate	The Garden Coffee House	A3	N/A	N/A	
26	Hallgate	Hexham Family Chiropactic	D1	N/A	N/A	
22-24	Hallgate	Hallgate Gallery	A1	Comparison	Independent	
Hallgarth House	Hallgate	Colin Moss	A1	Comparison	Independent	
-	Hallgate	The Old Gaol Museum	D1	N/A	N/A	
-	Hallgate	The Albert Edward Club	D2	N/A	N/A	
1	Hallstile	Vacant (formerly Service Man's Club)	N/A	N/A	N/A	Vacant
5	Hallstile Bank	Bob's Barbers	A1	Comparison	Independent	
9	Hallstile Bank	Sewin So	A1	Comparison	Independent	
11	Hallstile Bank	Y Ki Kiki	A1	Comparison	Independent	
15	Hallstile Bank	Shimmer	A1	Comparison	Independent	
17	Hallstile Bank	Minerva Centre	D1	N/A	N/A	
45	Hallstile Bank	Vacant (formerly Fat Giraffe)	N/A	N/A	N/A	Vacant
45	Hallstile Bank	Abbey Bistro	A3	N/A	N/A	
17a	Hallstile Bank	Jodie & Curstan Hair Design	A1	Comparison	Independent	
17c	Hallstile Bank	Sorella	A1	Comparison	Independent	
-	Hallstile Bank	Aldi	A1	Convenience	Multiple	
1	Haugh Lane	Aligned Chiropractic	D1	N/A	N/A	
4	Hencotes	Smith Marston	A2	N/A	N/A	
7	Hencotes	Hencotes Dental Practice	D1	N/A	N/A	
11	Hencotes	The Collectors Cellar	A1	Comparison	Independent	
13	Hencotes	K9 Clip Joint Dog Parlour	Sui Generis	N/A	N/A	
15	Hencotes	The Computer Shop	A1	Comparison	Independent	
23	Hencotes	St Aidens Church	D1	N/A	N/A	
27	Hencotes	The Violin Shop	A1	Comparison	Independent	
10a	Hencotes	Tattoo Studio	Sui Generis	N/A	N/A	
10b	Hencotes	The Medal Centre	A1	Comparison	Independent	
19a	Hencotes	Sisterson News	A1	Convenience	Independent	
29a	Hencotes	Tynedale Gallery	A1	Comparison	Independent	
31	Hencotes	Vacant (formerly Delicious)	N/A	N/A	N/A	Vacant
6a	Hencotes	Highlights	A1	Comparison	Independent	
6b	Hencotes	Just Men	A1	Comparison	Independent	
-	Hencotes	Cambyne Rest Home	C2	N/A	N/A	
-	Hencotes	Tanners Burn House	D1	N/A	N/A	
6	Hexham Business Park	M&S	A1	Comparison	Key Attractor	
-	Maiden's Walk	The Cash for Clothes Shop	A2	N/A	N/A	
2	Maiden's Walk	Rosina Brown	A1	Comparison	Regional	
2	Market Place	Mr Wolf	A1	Comparison	Independent	
2a	Market Place	RAF Club	D1	N/A	N/A	
3	Market Place	Gaia	A1	Comparison	Independent	
8-9	Market Place	The Forum Pub	A4	N/A	N/A	
8-9	Market Place	The Forum Cinema	D2	N/A	N/A	
8-9	Market Place	The Edinburgh Woollen Mill	A1	Comparison	Multiple	
10	Market Place	Geoff Steven and Son	A1	Comparison	Regional	
13	Market Place	Carphone Warehouse	A1	Comparison	Key Attractor	
13	Market Place	Hallmark	A1	Comparison	Multiple	
14	Market Place	David Gray	A1	Comparison	Independent	
15	Market Place	Paxtons	A5	N/A	N/A	
16	Market Place	Gordon Caris	A1	Comparison	Regional	
17	Market Place	Fake Monkey	A1	Comparison	Independent	
18	Market Place	Galleria	A1	Comparison	Multiple	
19	Market Place	Ashley Matthews	A1	Comparison	Independent	
21	Market Place	The Valley	A3	N/A	N/A	
22	Market Place	Wardhaughs	A1	Comparison	Independent	
23	Market Place	Madeleine M. Pennington	A1	Comparison	Independent	
23	Market Place	Save the Children	A1	Comparison	Multiple	Charity
25-26	Market Place	Woolaballoo	A1	Comparison	Independent	
27-28	Market Place	Small World Cafe	A3	N/A	N/A	
29-30	Market Place	Fat Face	A1	Comparison	Multiple	
31	Market Place	Bin 21	A1	Convenience	Regional	
33	Market Place	Betfred	Sui Generis	N/A	N/A	
Hexham Corps	Market Place	The Salvation Army	D1	N/A	N/A	
2	Market Street	Robson and Sons Butchers	A1	Convenience	Independent	
3a	Market Street	Robinson-Gay	A1	Comparison	Independent	

No.	Street Name	Business Name	Use Class	Type	Type	Notes
4a	Market Street	Twenty First Century Herbs	A1	Convenience	Independent	
4b	Market Street	Little Mexico	A3	N/A	N/A	
5	Market Street	Heart of all England	A4	N/A	N/A	
6-8	Market Street	Petals	A1	Comparison	Independent	
7	Market Street	Harris's Jewellers	A1	Comparison	Independent	
9	Market Street	New Silver Palace	A5	N/A	N/A	
10	Market Street	The Pinfold	A1	Comparison	Independent	
11	Market Street	Complete Interiors Ltd	A1	Comparison	Independent	
13-17	Market Street	Ashbourne House Antiques	A1	Comparison	Independent	
14	Market Street	Panfax	A1	Comparison	Independent	
18	Market Street	Dillies	A1	Convenience	Independent	
19	Market Street	The Jewellery Studio	A1	Comparison	Independent	
19	Market Street	Studio 19	A1	Comparison	Independent	
22	Market Street	John Gerard	A1	Comparison	Regional	
24	Market Street	Mo Hair Studio	A1	Comparison	Independent	
Hadrian House	Market Street	Northumberland County Council	B1	N/A	N/A	
-	Market Street	Hadrian House	B1	N/A	N/A	
4	Meat Market	RSPCA	A1	Comparison	Multiple	Charity
5	Meal Market	Cookes News	A1	Convenience	Independent	
5a	Meal Market	Game Junky	A1	Comparison	Independent	
1	Newman Way	Vacant (formerly Thompson Travel)	N/A	N/A	N/A	Vacant
1	Newman Way	Tyne Hospice Bookshop	A1	Comparison	Regional	Charity
1a	Newman Way	Biscuit Box	A1	Convenience	Independent	
5	Newman Way	Gojo Records	A1	Comparison	Independent	
1	Old Church	Donna Bella	A1	Comparison	Independent	
3	Old Church	Knights Cafe	A3	N/A	N/A	
2	Orchard Place	Lloyds	A2	N/A	N/A	
3	Orchard Place	Robert Lewis	A2	N/A	N/A	
1	Priestpopple	Studio	A4	N/A	N/A	
2	Priestpopple	Ladbrokes	Sui Generis	N/A	N/A	
5-7	Priestpopple	Poundland	A1	Comparison	Multiple	
9	Priestpopple	T E Liddell	A1	Convenience	Multiple	
11	Priestpopple	Abbey Press	B1	N/A	N/A	
13	Priestpopple	Amigos	A5	N/A	N/A	
14-16	Priestpopple	Foster Maddison	A2	N/A	N/A	
9b Commercial Place	Priestpopple	Bykolovy	A1	Comparison	Independent	
9b Commercial Place	Priestpopple	Coffee Cup	A3	N/A	N/A	
15 Commercial Place	Priestpopple	Pattinson	A2	N/A	N/A	
17	Priestpopple	Cancer Research	A1	Comparison	Multiple	
18	Priestpopple	Pizza Pizza	A5	N/A	N/A	
20	Priestpopple	Halifax	A2	N/A	N/A	
22	Priestpopple	Mr Ants	A3	N/A	N/A	
23	Priestpopple	Diwan E Am	A3	N/A	N/A	
27	Priestpopple	Gibson & Co	A2	N/A	N/A	
28	Priestpopple	Saathi	A3	N/A	N/A	
28	Priestpopple	Peggs News	A1	Convenience	Independent	
32	Priestpopple	Coach Bar	A4	N/A	N/A	
32	Priestpopple	Thai House	A3	N/A	N/A	
36-38	Priestpopple	Vercelli	A3	N/A	N/A	
40	Priestpopple	Williamsons	A2	N/A	N/A	
42	Priestpopple	FKAB	A1	Comparison	Independent	
44	Priestpopple	Zyka	A3	N/A	N/A	
44	Priestpopple	Golden Rice	A5	N/A	N/A	
44-44a	Priestpopple	Saks Hair	A1	Comparison	Multiple	
46	Priestpopple	Vacant (formerly Border Counties)	N/A	N/A	N/A	Vacant
48	Priestpopple	Orchard House Vets	Sui Generis	N/A	N/A	
48	Priestpopple	Hexham Fish Bar	A5	N/A	N/A	
County Buildings	Priestpopple	Vacant (formerly Opus Signs)	N/A	N/A	N/A	Vacant
Orchard House	Priestpopple	Martin Harbottle	A2	N/A	N/A	
2 Orchard House	Priestpopple	Antonios Hair & Beauty	A1	Comparison	Independent	
Priestpopple House	Priestpopple	Nicholson Portnell	A2	N/A	N/A	
1 Sezze Buildings	Priestpopple	Denize Designs	A1	Comparison	Independent	
-	Priestpopple	Vacant (formerly Royal Hotel)	N/A	N/A	N/A	Vacant
-	Priestpopple	Barclays	A2	N/A	N/A	
-	Priestpopple	The County Hotel	A4	N/A	N/A	
Myenza Building	Priestpopple	Young RPS	A2	N/A	N/A	
1a	Priestpopple	Right Move/Belvoir Letting Agents	A2	N/A	N/A	
1b	Pudding Mews	Jo Anderson	A1	Comparison	Independent	
1c	Pudding Mews	Premier Kitchens & Bathrooms	A1	Comparison	Regional	
1	St Mary's Chare	PDL Solutions (Europe) Ltd	B1	N/A	N/A	
3	St Mary's Chare	M J Forster Gallery Ltd	A1	Comparison	Independent	
3	St Mary's Chare	The Grapes	A4	N/A	N/A	
4	St Mary's Chare	Relate	A1	Comparison	Regional	
5	St Mary's Chare	Cogito Books	A1	Comparison	Independent	
9-10	St Mary's Chare	Abbey Windows & Conservatories Ltd	B1	N/A	N/A	
11	St Mary's Chare	The Hexham Tans	A3	N/A	N/A	
13	St Mary's Chare	David B Barber Shop	A1	Comparison	Independent	
15	St Mary's Chare	Transcend Hair & Beauty	A1	Comparison	Independent	
16	St Mary's Chare	Sold 4 Kids	A1	Comparison	Independent	
16b	St Mary's Chare	Sarah Loveland	A1	Comparison	Independent	
17	St Mary's Chare	The Jewellery Studio	A1	Comparison	Independent	
17c	St Mary's Chare	David Newman Antique Clock Speciali	A1	Comparison	Independent	
18	St Mary's Chare	Dereks Shoe Bar	A1	Convenience	Independent	
19	St Mary's Chare	Vacant (formerly Cafe in the Chare)	N/A	N/A	N/A	Vacant
20-22	St Mary's Chare	Vacant (formerly Instinct Antiques)	N/A	N/A	N/A	Vacant
20-22	St Mary's Chare	Buongiorno	A3	N/A	N/A	
23	St Mary's Chare	The Beauty Spot	Sui Generis	N/A	N/A	
25	St Mary's Chare	The Creamy Coffee Pot	A3	N/A	N/A	
25	St Mary's Chare	State Photo	A1	Comparison	Independent	
26	St Mary's Chare	Gifted	A1	Comparison	Independent	
28	St Mary's Chare	Achilles Physio	D1	N/A	N/A	
The Court Yard	St Mary's Chare	Handelsbanken	A2	N/A	N/A	
-	St Mary's Chare	Vacant (next to Cafe in the Chare)	N/A	N/A	N/A	Vacant
St Mary's House	St Mary's Wynd	The Graduate	A1	Comparison	Independent	
3 St Mary's House	St Mary's Wynd	Northumberland College	D1	N/A	N/A	
3	St Mary's Wynd	Mrs Miggins	A3	N/A	N/A	
13, Hallgate	Tanners Yard	Nail Academy	Sui Generis	N/A	N/A	
28	Tanners Row	AYP Financial	A2	N/A	N/A	
1	Wentworth Park	Ruth Waterhouse	D1	N/A	N/A	
1a	Wentworth Place	J B Coleman Signs	A1	Comparison	Independent	
4	Wentworth Place	Hexham Probation	B1	N/A	N/A	
Wentworth Car Park	Wentworth Place	TIC	D1	N/A	N/A	
-	Wentworth Park	Waitrose	A1	Convenience	Key Attractor	
-	Wentworth Place	Wentworth Leisure Centre	D2	N/A	N/A	
-	Wentworth Place	Wentworth Cafe	A3	N/A	N/A	
Tynedale Retail Park	Alnmouth Road	Tesco	A1	Convenience	Key Attractor	
Tynedale Retail Park	Alnmouth Road	Next	A1	Comparison	Key Attractor	

Notes:
List of units updated from the Market Town Benchmarking Report for Hexham (Action for Market Towns, December 2013)
Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015
Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Hexham (Action for Market Towns, December 2013)

Table 7: List of Units in Morpeth Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
5	New Pheonix Yard	Salon No 5	A1	Comparison	Regional	
2	Bridge Street	Clintons	A1	Comparison	Key Attractor	
3-3a	Bridge Street	Thomas Cook	A2	N/A	N/A	
4	Bridge Street	NatWest	A2	N/A	N/A	
5	Bridge Street	Vacant (formerly Country Casuals)	N/A	N/A	N/A	Vacant
10-16	Bridge Street	Iceland	A1	Convenience	Multiple	
10-16	Bridge Street	Rutherford & Co	A1	Comparison	Independent	
15	Bridge Street	Brummell and Sample	A2	N/A	N/A	
17	Bridge Street	Spa Savers	A1	Comparison	Multiple	
18	Bridge Street	Dawson and Sanderson	A1	Comparison	Multiple	
19	Bridge Street	Mackay	A1	Comparison	Independent	
20	Bridge Street	Osbornes	A1	Comparison	Independent	
21	Bridge Street	Boots Optician	A1	Comparison	Multiple	
22-24	Bridge Street	Costa	A3	N/A	N/A	
22-24	Bridge Street	Moods Hairdressing	A1	Comparison	Independent	
23	Bridge Street	Greggs	A1	Convenience	Multiple	
25	Bridge Street	St Oswalds Hospice	A1	Comparison	Regional	Charity
26	Bridge Street	Urban Spa	Sui Generis	N/A	N/A	
27	Bridge Street	Oxfam	A1	Comparison	Multiple	Charity
28	Bridge Street	Vacant (formerly Dawn)	N/A	N/A	N/A	Vacant
29	Bridge Street	Virgin Money	A2	N/A	N/A	
30	Bridge Street	Cancer Research	A1	Comparison	Multiple	Charity
32	Bridge Street	Thomson	A1	Comparison	Multiple	
33	Bridge Street	Superdrug	A1	Comparison	Key Attractor	
34	Bridge Street	Leeds Building Society	A2	N/A	N/A	
35-38	Bridge Street	Dorothy Perkins	A1	Comparison	Key Attractor	
36	Bridge Street	Holland and Barrett	A1	Convenience	Multiple	
37-39	Bridge Street	WHSmith	A1	Convenience	Key Attractor	
38	Bridge Street	Barclays	A2	N/A	N/A	
40	Bridge Street	J Smalls and Son	A1	Comparison	Independent	
41	Bridge Street	Boots the Chemist	A1	Comparison	Key Attractor	
42	Bridge Street	Kathryn Trueman	A1	Comparison	Independent	
43-45	Bridge Street	Yorkshire Trading Co.	A1	Comparison	Multiple	
46a	Bridge Street	Pizza Pizza	A5	N/A	N/A	
47	Bridge Street	Black Bull	A4	N/A	N/A	
48	Bridge Street	Phone Hub	A1	Comparison	Independent	
49	Bridge Street	British Heart Foundation	A1	Comparison	Multiple	Charity
50	Bridge Street	Bin 21	A1	Convenience	Regional	
51	Bridge Street	Saks	A1	Comparison	Multiple	
53	Bridge Street	Vacant (formerly Lily Rose Flowers)	N/A	N/A	N/A	Vacant
53	Bridge Street	JW Peters	A1	Comparison	Independent	
55	Bridge Street	Groves	A2	N/A	N/A	
57	Bridge Street	Maypie May	A4	N/A	N/A	
59	Bridge Street	Shambles	A3	N/A	N/A	
61	Bridge Street	Treasure Room	A3	N/A	N/A	
62	Bridge Street	R Green Optometrist	A1	Comparison	Independent	
63	Bridge Street	Vacant (formerly Louis Johnson)	N/A	N/A	N/A	Vacant
67	Bridge Street	Hawthorns	A1	Comparison	Multiple	
69	Bridge Street	Michael Metcalf Carpets	A1	Comparison	Regional	
71	Bridge Street	Ephesus	A3	N/A	N/A	
	Bridge Street	Vacant (formerly Queens Head Hotel)	N/A	N/A	N/A	Vacant
	Bridge Street	The Chantry	A3	N/A	N/A	
	Bridge Street	Morpeth Chantry Bagpipe Museum	A1	Comparison	Independent	
	Bridge Street	Tourist Information Centre	D1	N/A	N/A	
	Castle Bank	Morpeth Court	C1	N/A	N/A	
13	Castle Square	St James Wealth Management	A2	N/A	N/A	
	Castle Square	The Waterford	C1	N/A	N/A	
Carlisle Park Lodge	Castle Square	Greater Morpeth Development Trust	B1	N/A	N/A	
Toll House	Castle Square	Strettle	A1	Comparison	Regional	
Pethgate House	Castle Square	Anderson Law	A2	N/A	N/A	
	Castle Square	Vacant (formerly Renault Garage)	N/A	N/A	N/A	Vacant
	Castle Square	Vacant (formerly VW Unit)	N/A	N/A	N/A	Vacant
1	Chantry Place	French Grey Tales	A1	Comparison	Independent	
10	Chantry Place	Morpeth Tandoori	A5	N/A	N/A	
	Chantry Place	Chantry Picture Framers	A1	Comparison	Independent	
	Chantry Place	Treadle Wool Shop	A1	Comparison	Independent	
1-12	Copper Chare	Church of St James	D1	N/A	N/A	
	Dark Lane	Morpeth Motorcycles	A1	Comparison	Independent	
	Dark Lane	Bowman TV	A1	Comparison	Independent	
	Dark Lane	Morpeth Computers	A1	Comparison	Independent	
	Dark Lane	Barnabus	D1	N/A	N/A	
	Dark Lane	Embers	A1	Comparison	Regional	
	Dark Lane	Morpeth Lodge	C1	N/A	N/A	
	Goose Hill	Goose Hill Primary School	D1	N/A	N/A	
4a	Manchester Street	Deja Vu	Sui Generis	Comparison	Independent	
6	Manchester Street	NE Print & Design	A1	Comparison	Regional	
6	Manchester Street	Mizelles	A1	Comparison	Independent	
8	Manchester Street	Jacob Conroy and Son	A1	Comparison	Regional	
10	Manchester Street	Tait Walker	A2	N/A	N/A	
12	Manchester Street	John Grenfell & Son Funeral Directors	A1	Comparison	Independent	
14	Manchester Street	Project Advisors International	B1	N/A	N/A	
16	Manchester Street	Co Op Funeral Care	A1	Comparison	Multiple	
18a	Manchester Street	First for Music	A1	Comparison	Independent	
Royal Sovereign House	Manchester Street	John Gerard	A1	Comparison	Independent	
Royal Sovereign House	Manchester Street	Vacant (formerly HMRC Enquiry Centr	N/A	N/A	N/A	Vacant
-	Manchester Street	Tap and Spile	A4	N/A	N/A	
-	Manchester Street	Boys Brigade	D1	N/A	N/A	
1-2	Market Place	Joes Pet Supplies	A1	Comparison	Independent	
3	Market Place	Subway	A1	Convenience	Multiple	
3	Market Place	Boots the Chemist	A1	Comparison	Key Attractor	
3	Market Place	Facets	A1	Comparison	Independent	
3	Market Place	Giannis	A3	N/A	N/A	
4	Market Place	Sambuca	A3	N/A	N/A	
4a	Market Place	Hayes Travel	A1	Comparison	Multiple	
6	Market Place	The Original Factory Shop	A1	Comparison	Multiple	
11	Market Place	Chisholm	Sui Generis	N/A	N/A	
14a	Market Place	Newcastle Building Society	A2	N/A	N/A	
15	Market Place	Carphone Warehouse	A1	Comparison	Key Attractor	
17	Market Place	Santander	A2	N/A	N/A	
17	Market Place	White Stuff	A1	Comparison	Multiple	
	Market Place	Town Hall	D1	N/A	N/A	
4	Market Place West	Kodak Express	A1	Comparison	Multiple	
1	Morpeth Bus Station	Martin's	A1	Convenience	Multiple	
1	New Market	HSBC	A2	N/A	N/A	
4	New Market	Gordon Carr	A1	Convenience	Independent	
4	New Market	Grainger Games	A1	Comparison	Multiple	
6	New Market	New Market Nibbles	A3	N/A	N/A	
8	New Market	Varleys Fruit Shop	A1	Convenience	Independent	
9	New Market	JX Tanning Studio	Sui Generis	N/A	N/A	
10	New Market	Carlos	A3	N/A	N/A	
11	New Market	The Electrical Wizard	A4	N/A	N/A	
11	New Market	Vacant (formerly Suburban)	N/A	N/A	N/A	Vacant
Fountain House	New Market	Rochs Catering	A1	Convenience	Independent	
	New Market	Vacant (formerly Tasty Grill)	N/A	N/A	N/A	Vacant
	New Market	Job Centre Plus	B1	N/A	N/A	
	New Market	Vacant (formerly Croft Vets)	N/A	N/A	N/A	Vacant
	New Market	Carr and Co	A2	N/A	N/A	
	New Market	Morpeth Riverside Leisure Centre	D2	N/A	N/A	
1	Newgate Street	Barnardos	A1	Comparison	Independent	Charity
1a	Newgate Street	Allitia	A1	Comparison	Independent	
1b	Newgate Street	Laura Anderson Hair	A1	Comparison	Independent	
3-5	Newgate Street	TSB	A2	N/A	N/A	
4	Newgate Street	Darcy	A1	Comparison	Independent	
7	Newgate Street	Gebhards	A1	Convenience	Independent	
8	Newgate Street	Hallmark	A1	Comparison	Multiple	
9	Newgate Street	E Price	A1	Convenience	Independent	
10	Newgate Street	Maylas	A5	N/A	N/A	
11	Newgate Street	Newgate News	A1	Convenience	Independent	
12	Newgate Street	Cube	A3	N/A	N/A	
13	Newgate Street	Pattison	A2	N/A	N/A	
14	Newgate Street	Morpeth Plumbing and Heating	A1	Comparison	Independent	
15	Newgate Street	Daves	A1	Comparison	Independent	
16	Newgate Street	Age UK	A1	Comparison	Multiple	Charity
16a	Newgate Street	The Tiny Card Company	A1	Comparison	Independent	
17	Newgate Street	Vacant (formerly Morpeth Herald)	N/A	N/A	N/A	Vacant
18	Newgate Street	White Swan	A4	N/A	N/A	
19	Newgate Street	Shoe Care	A1	Convenience	Independent	
20	Newgate Street	Baker's Pantry	A1	Convenience	Independent	
21	Newgate Street	R Martin	A1	Convenience	Independent	
22	Newgate Street	Rook, Matthews Sayer	A2	N/A	N/A	
23	Newgate Street	Hair at the workshop	A1	Comparison	Independent	
23	Newgate Street	Salvation Army	A1	Comparison	Multiple	Charity
24	Newgate Street	Lindor Direct	A1	Comparison	Independent	
24	Newgate Street	T and G Allan	A1	Comparison	Independent	
24	Newgate Street	Post Office	A1	Comparison	Independent	
25-27	Newgate Street	Rickyard	A2	N/A	N/A	
28	Newgate Street	Arc	A1	Comparison	Independent	
29	Newgate Street	Vacant (formerly Bin 21)	N/A	N/A	N/A	Vacant
30	Newgate Street	Ampersand	A1	Comparison	Independent	
31-33	Newgate Street	Mike Rogerson	A2	N/A	N/A	
32	Newgate Street	The Wedding Gallery	A1	Comparison	Independent	
32	Newgate Street	Hair @ 32	A1	Comparison	Independent	
34	Newgate Street	Relate Charity Shop	A1	Comparison	Multiple	Charity
34a	Newgate Street	Kirklees Hairdressing	A1	Comparison	Independent	
34b	Newgate Street	David Johnson Photography	A1	Comparison	Independent	
35	Newgate Street	GR Proudlock Furniture	A1	Comparison	Independent	
36a	Newgate Street	The Bird Cage	A1	Comparison	Independent	
36	Newgate Street	Flawless	A1	Comparison	Independent	
37a	Newgate Street	Peppermint Tea Rooms	A3	N/A	N/A	
38	Newgate Street	The Head Shed	A1	Comparison	Regional	
40	Newgate Street	Your Sister's Closet	A1	Comparison	Independent	
41	Newgate Street	Morpeth Conservative Club	A4	N/A	N/A	
42a	Newgate Street	Pollard and Smiles	A2	N/A	N/A	
43-45	Newgate Street	Tallantyre	A1	Comparison	Regional	
44a	Newgate Street	Deborah Green Jewellers	A1	Comparison	Independent	
46	Newgate Street	Stripes	A1	Comparison	Independent	
47	Newgate Street	R.A.W. Clarke and Co	A1	Comparison	Independent	
48	Newgate Street	Best One	A1	Convenience	Multiple	
49	Newgate Street	Newgate Tandori	A5	N/A	N/A	
50	Newgate Street	The Sewing Box	A1	Comparison	Independent	
51	Newgate Street	Head Candy	A1	Comparison	Independent	
52	Newgate Street	Cafe Des Amis	A3	N/A	N/A	
53	Newgate Street	Nail Bar	A1	Comparison	Independent	
54	Newgate Street	FH Hardy	A1	Comparison	Independent	
55	Newgate Street	Ryecroft Glenon	A2	N/A	N/A	
56	Newgate Street	Faydani	Sui Generis	N/A	N/A	

No.	Street Name	Business Name	Use Class	Type	Type	Notes
56a	Newgate Street	Urban Pooch	Sui Generis	N/A	N/A	
57	Newgate Street	Oriental Pearl	A5	N/A	N/A	
58	Newgate Street	The Hairdressers	A1	Comparison	Independent	
58	Newgate Street	Tip Toes	A1	Comparison	Independent	
60	Newgate Street	Applebys Bookshops	A1	Comparison	Independent	
62	Newgate Street	Ice Bar	A3	N/A	N/A	
63	Newgate Street	Vacant (formerly Strutt & Parker)	N/A	N/A	N/A	Vacant
65	Newgate Street	C4 Sight Care	A1	Comparison	Regional	
66-68	Newgate Street	Trailer Trash	Sui Generis	N/A	N/A	
70	Newgate Street	Morpeth Motaparts	A1	Comparison	Independent	
76	Newgate Street	Tropicana Health Club	D2	N/A	N/A	
78	Newgate Street	Econo Freeze	A1	Comparison	Independent	
80	Newgate Street	Black & Grey	A4	N/A	N/A	
82	Newgate Street	Vacant (formerly Dress to Impress)	N/A	N/A	N/A	Vacant
84	Newgate Street	Vacant (formerly La Bodega)	N/A	N/A	N/A	Vacant
85	Newgate Street	Sour Grapes	A4	N/A	N/A	
	Newgate Street	Vacant (Offices opposite Sour Grapes)	N/A	N/A	N/A	Vacant
	Old Bakehouse Yard	The Old Bakehouse	A3	N/A	N/A	
2-4	Oldgate	Bassy	A1	Comparison	Independent	
2b	Oldgate	Manzil	A3	N/A	N/A	
3	Oldgate	Strutt and Parker	A1	Comparison	Multiple	
5	Oldgate	Socrates @ No 5	A3	N/A	N/A	
6	Oldgate	The Cheese Shop	A1	Convenience	Independent	
7	Oldgate	The Chocolate Gallery	A1	Convenience	Independent	
7b	Oldgate	Sims Cycle Workshop	A1	Comparison	Independent	
8	Oldgate	Instant Cleaners	A1	Convenience	Independent	
9	Oldgate	Citizen's Advice Beaurau	B1	N/A	N/A	
10	Oldgate	Blush	A1	Comparison	Independent	
11	Oldgate	Vacant (formerly Travel Emporium)	N/A	N/A	N/A	Vacant
12	Oldgate	Star Barbers	A1	Comparison	Independent	
13	Oldgate	Micahs	A3	N/A	N/A	
14	Oldgate	Oldgate Gallery	A1	Comparison	Independent	
15-17	Oldgate	Jewson	A1	Comparison	Multiple	
16	Oldgate	Oldgate Gallery	A1	Comparison	Independent	
18	Oldgate	Royal Mail Sorting Office	B8	N/A	N/A	
23	Oldgate	Watson House	D1	N/A	N/A	
25	Oldgate	23 Cosmetic Dentistry	D1	N/A	N/A	
35	Oldgate	Morpeth Mobility	A1	Comparison	Independent	
	Oldgate	St Robert of Newminster Church	D1	N/A	N/A	
	Oldgate	Dragons Den	A1	Comparison	Independent	
7 Greys Yard	Oldgate	Contact	B1	N/A	N/A	
Greys Yard	Oldgate	Vacant (formerly Heavenly Cakes)	N/A	N/A	N/A	Vacant
7c Old Queens Head Yard	Oldgate	J & D Shepherd Electricians	B1	N/A	N/A	
1a	Sanderson Arcade	The Corbridge Larder	A3	N/A	N/A	
2	Sanderson Arcade	Ladbrokes	Sui Generis	N/A	N/A	
2a	Sanderson Arcade	William Hill	Sui Generis	N/A	N/A	
3	Sanderson Arcade	New Look	A1	Comparison	Key Attractor	
3a	Sanderson Arcade	JoJo Maman Bebe	A1	Comparison	Multiple	
3b	Sanderson Arcade	Monsoon	A1	Comparison	Multiple	
3c	Sanderson Arcade	Mountain Warehouse	A1	Comparison	Multiple	
3d	Sanderson Arcade	Barluga	A3	N/A	N/A	
5	Sanderson Arcade	Waterstones	A1	Comparison	Key Attractor	
5a	Sanderson Arcade	Roman	A1	Comparison	Multiple	
5a	Sanderson Arcade	The Pudding Parlour	A1	Comparison	Multiple	
6	Sanderson Arcade	Clarks	A1	Comparison	Key Attractor	
7	Sanderson Arcade	Vacant (formerly East)	N/A	N/A	N/A	Vacant
8	Sanderson Arcade	Fat Face	A1	Comparison	Multiple	
9	Sanderson Arcade	Crew	A1	Comparison	Multiple	
10	Sanderson Arcade	Paperchase	A1	Convenience	Multiple	
11	Sanderson Arcade	Vision Express	A1	Comparison	Multiple	
12	Sanderson Arcade	Vodafone	A1	Comparison	Regional	
13	Sanderson Arcade	Hobbs	A1	Comparison	Regional	
14	Sanderson Arcade	MD Advanced Nutrition	A1	Convenience	Independent	
15	Sanderson Arcade	The Jewellers Guild	A1	Comparison	Multiple	
16	Sanderson Arcade	Jazz Hair	A1	Comparison	Multiple	
16-17	Sanderson Arcade	Pol Kefton Home	A1	Comparison	Independent	
18	Sanderson Arcade	Vacant (formerly Curiously Wicked)	N/A	N/A	N/A	Vacant
19	Sanderson Arcade	o2	A1	Comparison	Key Attractor	
20	Sanderson Arcade	The Body Shop	A1	Comparison	Multiple	
21	Sanderson Arcade	Central Bean	A3	N/A	N/A	
22-23	Sanderson Arcade	Laura Ashley	A1	Comparison	Multiple	
23a Davison House	Sanderson Arcade	Vacant (The Wedding Gallery)	N/A	N/A	N/A	Vacant
24-27	Sanderson Arcade	M&S	A1	Convenience	Key Attractor	
26	Sanderson Arcade	Timpson	A1	Convenience	Multiple	
	Sanderson Arcade	Comarade's Club	A4	N/A	N/A	
Suite 5	Sanderson Arcade	Healthlands Gym	D2	N/A	N/A	
Owen House	Sanderson Arcade	Isos	B1	N/A	N/A	
	St George's Park	St Georges	D1	N/A	N/A	
	Stanley Terrace	Lidl	A1	Convenience	Multiple	
	Stanley Terrace	Vacant (formerly Morrisons)	N/A	N/A	N/A	Vacant
	Stanley Terrace	Vacant (formerly Total Garage)	N/A	N/A	N/A	Vacant
	The Willows	Morpeth Library	D1	N/A	N/A	
1	Wansbeck Street	Jacksons	A1	Comparison	Multiple	
	Wansbeck Street	Joiners Arms	A4	N/A	N/A	
	Wellway	Royal Air Force Association Club	D1	N/A	N/A	
	Wellway	Wellway The Accountant	A2	N/A	N/A	
	Wellway	Morpeth Pharmacy	A1	Comparison	Independent	
	Wellway	Wellway Medical Surgery	D1	N/A	N/A	
5	Wheatsheaf Yard	Wheatsheaf	A3	N/A	N/A	

Notes:
 List of units updated from the Market Town Benchmarking Report for Morpeth (Action for Market Towns, December 2013)
 Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015
 Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Morpeth (Action for Market Towns, December 2013)

Table 8: List of Units in Amble Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
9	Bede Street	Strands	A1	Comparison	Independent	
4	Bridge Street	Nickalls	A2	N/A	N/A	
8	Bridge Street	Jaspers	A3	N/A	N/A	
14-16	Bridge Street	Aims Accountants	A2	N/A	N/A	
20	Bridge Street	Sam Allen Estates	A2	N/A	N/A	
The Fourways	Bridge Street	Citizens Advice Bureau	B1	N/A	N/A	
	Bridge Street	Lawrences DIY	A1	Comparison	Independent	
1	Broomhill Street	Harbour Fish Bar	A5	N/A	N/A	
2a	Church Street	Top Dog Grooming Salon	Sui Generis	N/A	N/A	
9-11	Church Street	Kens Autoparts	A1	Comparison	Independent	
18	Coquet Street	Amble Coquet St Club Ltd	A4	N/A	N/A	
	Coquet Street	Spurrell	A3	N/A	N/A	
	Coquet Street	H M Coastguard Service	D1	N/A	N/A	
	Dilston Terrace	Amble Youth Project	D1	N/A	N/A	
6	Dilston Terrace	Amble Town Council	B1	N/A	N/A	
	Fish Market	Quayside Chippy Takeaway	A5	N/A	N/A	
	Fish Market	Quayside Cafe	A3	N/A	N/A	
	Harbour Road	Warkworth Harbour Commissioners	B1	N/A	N/A	
62	High Street	Olives Tea Room	A3	N/A	N/A	
24	Leazes Street	Harbour Guest House	C1	N/A	N/A	
26	Leazes Street	Harbour Tea Room	A3	N/A	N/A	
25	Leazes Street	Golden Harbour	A5	N/A	N/A	
27	Leazes Street	Kimba's	A3	N/A	N/A	
	Leazes Street	The Old Boat House	A3	N/A	N/A	
	Leazes Street	Harbour Inn	A4	N/A	N/A	
	Leazes Street	Northumberland Seafood Centre	A1	Convenience	Independent	
	Leazes Street	Village Farm Bakery	A1	Convenience	Independent	
1 Amble Harbour Village	Leazes Street	Conquet Cosmetics	A1	Comparison	Independent	
2 Amble Harbour Village	Leazes Street	The Creperie	A5	N/A	N/A	
3 Amble Harbour Village	Leazes Street	The Boat Shed Gallery	A1	Comparison	Independent	
4 Amble Harbour Village	Leazes Street	Blue	A1	Comparison	Independent	
5 Amble Harbour Village	Leazes Street	The 'P' Pod	A1	Comparison	Independent	
6 Amble Harbour Village	Leazes Street	7	A1	Convenience	Independent	
7 Amble Harbour Village	Leazes Street	Vacant	N/A	N/A	N/A	Vacant
8 Amble Harbour Village	Leazes Street	Lady Milly	A1	Comparison	Independent	
9 Amble Harbour Village	Leazes Street	Harbourside Studio	A1	Comparison	Independent	
10 Amble Harbour Village	Leazes Street	Niche	A1	Comparison	Independent	
11 Amble Harbour Village	Leazes Street	Urban Pooch	A1	Comparison	Independent	
12 Amble Harbour Village	Leazes Street	A Touch of Love	A1	Comparison	Independent	
13 Amble Harbour Village	Leazes Street	Eddie Pebble	A1	Comparison	Independent	
14 Amble Harbour Village	Leazes Street	Mocha Moude Coffee	A3	N/A	N/A	
15 Amble Harbour Village	Leazes Street	Co Op Food	A1	Convenience	Multiple	
1	Queen Street	Barclays	A2	N/A	N/A	
13	Queen Street	The Farm Bakery	A1	Convenience	Independent	
15	Queen Street	Euro pizza	A5	N/A	N/A	
15A	Queen Street	Flowers by Julie Ltd	A1	Comparison	Independent	
17	Queen Street	Raggy Dolls 2	A1	Comparison	Independent	
21	Queen Street	The Dock	A4	N/A	N/A	
27	Queen Street	The Amble Butcher	A1	Convenience	Independent	
31	Queen Street	The Peoples Animal Rescue and Rehoming Team	A1	Comparison	Independent	
33	Queen Street	St Martin's Hairdressing	A1	Comparison	Independent	
35	Queen Street	Boots	A1	Comparison	Key Attractor	
37-39	Queen Street	Fosters	A1	Comparison	Independent	
41	Queen Street	Post Office	A1	Comparison	Multiple	
43	Queen Street	Cards and Gifts	A1	Comparison	Independent	
45	Queen Street	Dunes Amusements	Sui Generis	N/A	N/A	
47-49	Queen Street	Coquet Tea Rooms	A3	N/A	N/A	
51-53	Queen Street	AFC Pizza	A5	N/A	N/A	
55	Queen Street	House of usher	A1	Comparison	Independent	
61	Queen Street	Sweets and Treats	A1	Convenience	Independent	
63-65	Queen Street	Bengal Spice Tandori	A5	N/A	N/A	
67	Queen Street	Vacant	N/A	N/A	N/A	Vacant
69-73	Queen Street	TSB	A2	N/A	N/A	
75	Queen Street	The Tavern	A4	N/A	N/A	
81-83	Queen Street	Lawrences Pet and Garden Supplies	A1	Comparison	Independent	
85-91	Queen Street	Tesco Express	A1	Convenience	Key Attractor	
93	Queen Street	Taj Mahal	A3	N/A	N/A	
2-4	Queen Street	Waterloo	A4	N/A	N/A	
6	Queen Street	N F Young	A1	Comparison	Independent	
8	Queen Street	Around a Pound	A1	Comparison	Independent	
14	Queen Street	Taylor's	A3	N/A	N/A	
18	Queen Street	The Pin Cushion	A1	Convenience	Independent	
20-22	Queen Street	RC Roland & Son	A1	Convenience	Independent	
26	Queen Street	The Man	A1	Comparison	Independent	
30	Queen Street	Beau Beauty	Sui Generis	N/A	N/A	
34	Queen Street	Destiny Hair	A1	Comparison	Independent	
34	Queen Street	21st Century Movies	A1	Convenience	Independent	
36	Queen Street	Amble Insurance	A2	N/A	N/A	
38	Queen Street	42 Queen Street	A1	Comparison	Independent	
42-48	Queen Street	Taste of China	A5	N/A	N/A	
52	Queen Street	Rook, Matthews, Sayer	A2	N/A	N/A	
56	Queen Street	Queen Street Convenience Store	A1	Convenience	Multiple	
58	Queen Street	J and J Seafoods	A1	Convenience	Independent	
60	Queen Street	Thompsons Opticians	A1	Comparison	Multiple	
62	Queen Street	The Farm Shop	A1	Convenience	Independent	
64	Queen Street	Amble Jewellery Co	A1	Comparison	Independent	
64	Queen Street	Chisholm Bookmakers	Sui Generis	N/A	N/A	
66	Queen Street	Serenity	A1	Comparison	Independent	
66	Queen Street	Phoenix	A1	Comparison	Independent	
66	Queen Street	Trotters Family Bakers	A1	Convenience	Multiple	
68	Queen Street	Leannes	A1	Comparison	Independent	
70-76	Queen Street	Heron Foods	A1	Comparison	Multiple	
78	Queen Street	Classic Footwear	A1	Comparison	Independent	
80	Queen Street	Pride of Northumbria	A1	Comparison	Independent	
84	Queen Street	Lifestyle Clothing	A1	Comparison	Independent	
92	Queen Street	S and M Electric	A1	Comparison	Independent	
100	Queen Street	Kathleens	A1	Comparison	Independent	
104	Queen Street	Sea Salt	A3	N/A	N/A	
	Queen Street	Tourist Information Centre	B1	N/A	N/A	
	Queen Street	Queen St Fabrics	A1	Comparison	Independent	
	Queen Street	Co Op Funeral Care	A1	Comparison	Multiple	
	Radcliffe Quay	RNLI Shop	A1	Comparison	Multiple	
2-4	Wellwood Street	Roc & Scott Solicitors	A2	N/A	N/A	
2-4	Wellwood Street	Easyway	A2	N/A	N/A	
5	Wellwood Street	Tatoos by Mark	A1	Comparison	Independent	
9a	Wellwood Street	NUU	A1	Comparison	Independent	

Notes:
List of units updated from the Market Town Benchmarking Report for Amble (Action for Market Towns, December 2013)
Use class categorised in accordance with the The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015
Retail type categorised in accordance with the definitions set out in the Market Town Benchmarking Report for Amble (Action for Market Towns, December 2013)

Table 9: List of Units in Bedlington Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
25	Beech Grove	Hair @ Zintaba	A1	Comparison	Independent	
1	Burdon Terrace	Penny Farthing	A1	Comparison	Independent	
1a Browns Building	Burdon Terrace	Summer Rain	A3	N/A	N/A	
8-9	Burdon Terrace	The Wharton	A4	N/A	N/A	
	Choppington Road	Morrisons	A1	Convenience	Multiple	
22	Front Street East	Hada Duende Herbs	D1	N/A	N/A	
30	Front Street East	Peter Fleming Dental Surgery	D1	N/A	N/A	
40	Front Street East	Angels & Demons Tattoos	Sui Generis	N/A	N/A	
46	Front Street East	Jonah/ Jennys Chippy	A5	N/A	N/A	
48	Front Street East	Best Bite	A5	N/A	N/A	
50-58	Front Street East	HPC	D1	N/A	N/A	
54	Front Street East	Upper Cutz	A1	Comparison	Independent	
60	Front Street East	Glam	Sui Generis	N/A	N/A	
62	Front Street East	Clippers	A1	Comparison	Independent	
64	Front Street East	Confetti	A1	Comparison	Independent	
66	Front Street East	DCM Business Services	A2	N/A	N/A	
70	Front Street East	Vibro Step	Sui Generis	N/A	N/A	
74	Front Street East	Robson and Prescott	Sui Generis	N/A	N/A	
76a	Front Street East	Salon 54	A1	Comparison	Independent	
78	Front Street East	Northumbria E Ciq Company	A1	Convenience	Independent	
82	Front Street East	Northumbria Travel	A1	Comparison	Independent	
84	Front Street East	Chinchilla	A5	N/A	N/A	
86	Front Street East	Dennis Todd Music	A1	Comparison	Independent	
90	Front Street East	Looking Good	Sui Generis	N/A	N/A	
90a	Front Street East	Vacant (formerly UKIP campaign shop)	N/A	N/A	N/A	Vacant
92	Front Street East	Bedlington Florist	A1	Comparison	Independent	
96	Front Street East	Golden City	A5	N/A	N/A	
100-102	Front Street East	Hardington Hogg	A2	N/A	N/A	
104	Front Street East	R and S Conveniences	A1	Convenience	Independent	
108	Front Street East	Lawson and Thomson	A2	N/A	N/A	
110	Front Street East	Wool Tree	A1	Comparison	Independent	
112	Front Street East	The Northumberland Arms	A4	N/A	N/A	
	Front Street East	La Torre	A3	N/A	N/A	
	Front Street East	Black Bull	A4	N/A	N/A	
	Front Street East	Synergy Physio Clinic	D1	N/A	N/A	
1a	Front Street West	Jims Cycles	A1	Comparison	Independent	
3	Front Street West	John Grenfell Funeral Directors	A1	Comparison	Regional	
11	Front Street West	Highgate House Dental Practice	D1	N/A	N/A	
15	Front Street West	Lion Garage	Sui Generis	N/A	N/A	
Part of 16a	Front Street West	Vacant (formerly Bed Company)	N/A	N/A	N/A	Vacant
Part of 16a	Front Street West	Pets N Paws	A1	Comparison	Independent	
16b	Front Street West	Bedlington Flooring	A1	Comparison	Independent	
16c	Front Street West	The Craft Hive	A1	Comparison	Independent	
20	Front Street West	Vacant (formerly Post Office)	N/A	N/A	N/A	Vacant
22	Front Street West	Chic	A1	Comparison	Independent	
24a	Front Street West	Mind Active	Sui Generis	N/A	N/A	
25	Front Street West	The Sun	A4	N/A	N/A	
26	Front Street West	D J Lynn and Sons	A1	Convenience	Independent	
28	Front Street West	Boots Pharmacy	A1	Comparison	Multiple	
30	Front Street West	Community Help Hub	D1	N/A	N/A	
32	Front Street West	Beauty 2 Bronze	Sui Generis	N/A	N/A	
34	Front Street West	Aston's Late Bar	A4	N/A	N/A	
36-38	Front Street West	Co Op Funeral Care	A1	Comparison	Multiple	
40	Front Street West	Post Office	A1	Convenience	Multiple	
40c	Front Street West	Irene Beauty Salon	Sui Generis	N/A	N/A	
40d	Front Street West	The Head Shed	A1	Comparison	Regional	
42-44	Front Street West	TSB	A2	N/A	N/A	
42-48a	Front Street West	Breakers	A4	N/A	N/A	
48	Front Street West	Ashianna	A5	N/A	N/A	
50	Front Street West	Chisholm	Sui Generis	N/A	N/A	
54	Front Street West	Hallmark Moods	A1	Comparison	Independent	
58	Front Street West	A S Moon	A2	N/A	N/A	
60a	Front Street West	Zuenziga	A1	Comparison	Independent	
60b	Front Street West	Swinneys	A3	N/A	N/A	
62	Front Street West	Bistro No 62	A3	N/A	N/A	
64	Front Street West	Lifestyle Express	A1	Convenience	Independent	
66	Front Street West	Mike Rogerson	A2	N/A	N/A	
68	Front Street West	The Grapes	A4	N/A	N/A	
70-72	Front Street West	Tallantyre	A1	Comparison	Regional	
74	Front Street West	Ladbrokes	Sui Generis	N/A	N/A	
76	Front Street West	Studio Be	A1	Comparison	Independent	
76a	Front Street West	Rook Matthews Sayer	A2	N/A	N/A	
78	Front Street West	Diane Raymond	A1	Comparison	Independent	
80	Front Street West	Hetheringtons Shoe Services	A1	Convenience	Independent	
82	Front Street West	Vacant (formerly Pretty Glamorous)	N/A	N/A	N/A	Vacant
Lairds House	Front Street West	Vacant (n/a)	N/A	N/A	N/A	Vacant
	Front Street West	Vacant (formerly Top Club)	N/A	N/A	N/A	Vacant
	Front Street West	Blue Bell Inn	A4	N/A	N/A	
	Front Street West	The Red Lion	A4	N/A	N/A	
	Front Street West	Trinity Church	D1	N/A	N/A	
Longbridge House	Front Street West	Job Centre Plus	B1	N/A	N/A	
	Front Street West	Northumberland County Council Information Centre	B1	N/A	N/A	
	Front Street West	Bedlington Community Centre	D1	N/A	N/A	
16	Glebe Road	Swarland Motorparts	A1	Comparison	Independent	
18	Glebe Road	Michael Metcalf Carpets	A1	Comparison	Regional	
22	Glebe Road	Gents Hairdressers Barber Shops	A1	Comparison	Independent	
26	Glebe Road	Moby Dicks	A5	N/A	N/A	
28	Glebe Road	Vacant (formerly Forresters)	N/A	N/A	N/A	Vacant
34	Glebe Road	Bombay Nights	A5	N/A	N/A	
38	Glebe Road	Ocean Palace	A5	N/A	N/A	
40	Glebe Road	Panda Inn	A5	N/A	N/A	
	Glebe Road	Paramount Health & Fitness	D2	N/A	N/A	
	Glebe Road	Vacant (formerly Auto Spares)	N/A	N/A	N/A	Vacant
	Glebe Road	Library	D1	N/A	N/A	
	Glebe Road	Bedlington Health Centre	D1	N/A	N/A	
Above Paramount Health & Fitness Studio	Glebe Road	Inkeyez 23 Tattoos	Sui Generis	N/A	N/A	
1	Market Place	Everlong	Sui Generis	N/A	N/A	
2	Market Place	Beat	A1	Comparison	Independent	
2b	Market Place	PC & Fonetech UK	A1	Comparison	Independent	
3	Market Place	Whitehead and Low	A2	N/A	N/A	
4	Market Place	Flower Stop	A1	Comparison	Independent	
5	Market Place	Fire & Heating Studio	A1	Comparison	Independent	
8	Market Place	Market Tavern	A4	N/A	N/A	
10	Market Place	Greggs	A1	Convenience	Multiple	
11	Market Place	Vacant (formerly Tandoori)	N/A	N/A	N/A	Vacant
15-16	Market Place	Vacant (formerly Spend N Save)	N/A	N/A	N/A	Vacant
17-18	Market Place	Pattinsons	A2	N/A	N/A	
19	Market Place	Expresso Amusements	Sui Generis	N/A	N/A	
20	Market Place	Jullana's Pizza & Grill	A5	N/A	N/A	
20a	Market Place	The Market Cafe	A3	N/A	N/A	
20b	Market Place	Inovation Hair & Beauty	A1	Comparison	Independent	
	Market Place	Vacant (formerly Tesco)	N/A	N/A	N/A	Vacant
	Market Place	Bedlington Social Club	A4	N/A	N/A	
	Market Place	Vacant (formerly Bedlington Old School)	N/A	N/A	N/A	Vacant
	Schalksmuhle Road	Law Courts	D1	N/A	N/A	
	The Old Police Station	The Frock Exchange	A1	Comparison	Independent	
	The Old Police Station	Cafe	A3	N/A	N/A	
	Town Centre	Bedlington Day Centre	D1	N/A	N/A	
1	Vulcan Place	French Grey Tales	A1	Comparison	Independent	
2	Vulcan Place	Lloyds Chemist	A1	Comparison	Multiple	
2	Vulcan Place	Ristorante Verdi	A3	N/A	N/A	
4	Vulcan Place	Avor Van Hire	Sui Generis	N/A	N/A	
6	Vulcan Place	Euphoria Hair and Beauty	A1	Comparison	Independent	
	Vulcan Place	Barrington Arms	A4	N/A	N/A	
	Vulcan Place	Vulcan Place Garage	B2	N/A	N/A	

Notes:
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Table 10: List of Units in Haltwhistle Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
3	Central Place	The Treatment Room	Sui Generis	N/A	N/A	
4	Central Place	Mr Georges Museum of Time	D1	N/A	N/A	
(*former Central Place Garage unit)	Central Place	AEG Water Sollutions (second shop)	B1	N/A	N/A	
	Edens Lawn	Church of the Holy Cross	D1	N/A	N/A	
	Fair Hill	Sainsburys	A1	Convenience	Key Attractor	
	Lanty's Lonnen	Ashcroft B and B	C1	N/A	N/A	
	Main Street	Cartmell Shepherd Solicitors	A2	N/A	N/A	
	Main Street	Heads and Tails	A1	Comparison	Independent	
	Main Street	Haltwhistle Working Mens Club	A4	N/A	N/A	
	Main Street	Georgie Girl	A1	Comparison	Independent	
	Main Street	Haltwhistle District Comrades Club	A4	N/A	N/A	
	Main Street	Fryery	A5	N/A	N/A	
	Main Street	Haltwhistle and District Conservative Club	A4	N/A	N/A	
	Main Street	Centre of Britain	C1	N/A	N/A	
	Main Street	Oceans	A5	N/A	N/A	
	Main Street	Centre of Britain Laundrette	Sui Generis	N/A	N/A	
	Main Street	Armstrong Bridal Shop	A1	Comparison	Independent	
	Main Street	Armstrong Carpets	A1	Comparison	Independent	
	Main Street	Vacant (formerly Cumberland Building Society)	N/A	N/A	N/A	Vacant
	Main Street	Manor House Inn	A4	N/A	N/A	
	Main Street	Lucky Palace	A5	N/A	N/A	
	Main Street	Post Office	A1	Convenience	Multiple	
	Main Street	Vacant (between Post Office and Pillar Box Cafe)	N/A	N/A	N/A	Vacant
	Main Street	The Pillar Box Cafe	A3	N/A	N/A	
	Main Street	Hadrian Financial Services	A2	N/A	N/A	
	Main Street	Just Flowers	A1	Comparison	Independent	
	Main Street	Beanos	A1	Convenience	Independent	
	Main Street	Hall Meadows	C1	N/A	N/A	
	Main Street	The Old Fort	A3	N/A	N/A	
	Main Street	Vacant (formerly Church Hall)	N/A	N/A	N/A	Vacant
	Main Street	Richies Gents Barbers	A1	Comparison	Independent	
	Main Street	Posh Paws Dog Grooming	Sui Generis	N/A	N/A	
	Market Place	Land Factor	A2	N/A	N/A	
1	Market Square	Jethros	A1	Convenience	Independent	
	Market Square	The Black Bull	A4	N/A	N/A	
	Market Square	Haltwhistle Tandori	A5	N/A	N/A	
	Market Square	AR Owen	A2	N/A	N/A	
	Market Square	La Toot	A3	N/A	N/A	
	Market Square	Haltwhistle Film Project	B1	N/A	N/A	
	Market Square	Bits N Pieces	A1	Comparison	Independent	
	Market Square	Billy Bell	A1	Convenience	Independent	
	Market Square	Newcastle Bookshop	A1	Comparison	Independent	
	Market Square	Cumberland Building Society	A2	N/A	N/A	
4	Station Court	Capon Tree Veterinary Centre	Sui Generis	N/A	N/A	
	Station Road	The Railway	A4	N/A	N/A	
	Town Hall Crescent	AEG Water Solutions	B1	N/A	N/A	
	West Road	The Jubilee	A4	N/A	N/A	
1	Westgate	Kasteale	A3	N/A	N/A	
11	Westgate	Harveys	A1	Comparison	Independent	
16	Westgate	Richard Skeet	A1	Comparison	Independent	
17	Westgate	Something Special	A1	Comparison	Independent	
19	Westgate	Annie B's / Mr D's	A1	Comparison	Independent	
21	Westgate	WMH Fresh Meats	A1	Convenience	Regional	
	Westgate	D&G Newsagent	A1	Convenience	Independent	
	Westgate	St. Wilfrid Catholic Church	D1	N/A	N/A	
	Westgate	Co Op	A1	Convenience	Multiple	
	Westgate	Vacant (formerly Coffee Shop)	N/A	N/A	N/A	Vacant
	Westgate	Intrim Hair Design	A1	Comparison	Independent	
	Westgate	Whistle Art Stop	A1	Comparison	Independent	
	Westgate	Haltwhistle Methodist Church	D1	N/A	N/A	
	Westgate	Library and Info Centre	D1	N/A	N/A	
	Westgate	Haltwhistle Memorial Hospital	D1	N/A	N/A	
	Westgate	Co Op Funeral Care	A1	Comparison	Multiple	
	Westgate	Mo's Convenience Store	A1	Convenience	Independent	
	Westgate	Pennine Ways	A1	Comparison	Multiple	
	Westgate	Brew & Browse	A3	N/A	N/A	
	Westgate	Innovations	A1	Comparison	Independent	
	Westgate	Barclays	A2	N/A	N/A	
	Westgate	Vacant (between Chisholm and Barclays)	N/A	N/A	N/A	Vacant
	Westgate	Chisholm	Sui Generis	N/A	N/A	
	Westgate	Streetwise	A1	Convenience	Independent	
	Westgate	Vacant (between Streetwise and Save the Children)	N/A	N/A	N/A	Vacant
	Westgate	Save the Children	A1	Comparison	Multiple	Charity
	Westgate	Geoff Steven and Son	A1	Comparison	Multiple	
Eden House	Westgate	Boots the Chemist	Sui Generis	Comparison	Key Attractor	
	Westgate	Tattoo Studio	Sui Generis	N/A	N/A	

Notes:
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Table 11: List of Units in Ponteland Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
3	Bell Villas	New Rendezvous	A3	N/A	N/A	
6	Bell Villas	S. Finneran	A1	Comparison	Independent	
7	Bell Villas	Pattinson	A2	N/A	N/A	
7	Bell Villas	Ponteland Barbers Shop	A1	Comparison	Independent	
8	Bell Villas	Ponteland Footcare Clinic	D1	N/A	N/A	
9	Bell Villas	You Only Live Once	A3	N/A	N/A	
10	Bell Villas	Veteniary Surgery	Sui Generis	N/A	N/A	
13	Bell Villas	Hooker and Young	A1	Comparison	Independent	
14	Bell Villas	Nicholson and Morgan	A2	N/A	N/A	
15	Bell Villas	Jans Kitchen	A3	N/A	N/A	
17	Bell Villas	Higgins and Winter	D1	N/A	N/A	
17a	Bell Villas	Rowlands	A2	N/A	N/A	
	Bell Villas	Methodist Church	D1	N/A	N/A	
Ash House	Bell Villas	Behind the Scenes	A1	Comparison	Independent	
Ash House	Bell Villas	Rook, Matthews, Sayer	A2	N/A	N/A	
	Bell Villas	Sainsburys	A1	Convenience	Key Attractor	
	Bell Villas	Fratelli	A3	N/A	N/A	
	Bell Villas	Vacant (formerly Police Station)	N/A	N/A	N/A	Vacant
1	Brewery Lane	Taylors Pharmacy	A1	Comparison	Independent	
1-3	Brewery Lane	Princess Garden	A3	N/A	N/A	
3	Brewery Lane	Vacant (formerly Sampan)	N/A	N/A	N/A	Vacant
2	Darras Road	CFS Independent Financial Advisers	A2	N/A	N/A	
Coats Institute	Main Street	Sanderson Young	A2	N/A	N/A	
1	Main Street	Trading Places	A2	N/A	N/A	
1	Main Street	Restaurante Italiano	A3	N/A	N/A	
	Main Street	Vacant (next to Trading Places)	N/A	N/A	N/A	Vacant
1	Main Street	Henry Robert Hairdressing	A1	Comparison	Independent	
5	Main Street	Lloyds	A2	N/A	N/A	
9	Main Street	Bridgforads	A2	N/A	N/A	
11	Main Street	Post Box	A3	N/A	N/A	
11a	Main Street	Ponteland Tandoori	A3	N/A	N/A	
19	Main Street	HSBC	A2	N/A	N/A	
20	Main Street	Barclays	A2	N/A	N/A	
21	Main Street	Seven Stars	A4	N/A	N/A	
23	Main Street	William Hill	Sui Generis	N/A	N/A	
25	Main Street	Geoff Steven & Son	A1	Comparison	Independent	
25	Main Street	Spence & Dower	B1	N/A	N/A	
27	Main Street	Waitrose	A1	Convenience	Independent	
-	Main Street	Diamond Inn	A4	N/A	N/A	
2	Merton Road	Tynedale Hospice	A1	Comparison	Multiple	Charity
3-5	Merton Road	One Stop	A1	Convenience	Multiple	
6	Merton Road	Elliotts	A1	Convenience	Independent	
7	Merton Road	Sams Coffee Shop	A3	N/A	N/A	
8	Merton Road	Level 2 Barbers	A1	Comparison	Independent	
10	Merton Road	Alan Newton Butchers	A1	Convenience	Independent	
11	Merton Road	Ponteland Hardware	A1	Comparison	Independent	
14-18	Merton Road	Lorenzos	A5	N/A	N/A	
15	Merton Road	The Mogul Raj	A3	N/A	N/A	
19	Merton Road	Gills Fish and Chips	A5	N/A	N/A	
22	Merton Road	Q Hair Design	A1	Comparison	Independent	
26	Merton Road	Merton Way	A5	N/A	N/A	
30	Merton Road	Post Office	A1	Convenience	Multiple	
30	Merton Road	Vacant (formerly MJS Computer Services)	N/A	N/A	N/A	Vacant
30	Merton Road	Ponteland Club and Institute	A4	N/A	N/A	
32	Merton Road	John Bardgett and Sons	A1	Comparison	Regional	
34	Merton Road	HFT	A1	Comparison	Multiple	Charity
38	Merton Road	Vacant (formerly Ladbrokes)	N/A	N/A	N/A	Vacant
40	Merton Road	Poppys	A3	N/A	N/A	
44	Merton Road	Vacant (formerly Enchanted Forest)	N/A	N/A	N/A	Vacant
-	Merton Road	Merton Hall	D1	N/A	N/A	
	North Road	The Blackbird Inn	A4	N/A	N/A	
	Thornhill Road	Library	D1	N/A	N/A	
	Thornhill Road	St Marys Church Hall	D1	N/A	N/A	
	Thornhill Road	St Marys the Virgin Church	D1	N/A	N/A	
	Thornhill Road	Care Ponteland Manor Care Home	C2	N/A	N/A	
1	West Road	Vacant (formerly NatWest)	N/A	N/A	N/A	Vacant
2	West Road	Fortress Computer Repairs	A1	Comparison	Independent	
3	West Road	Look Twice	A1	Comparison	Independent	
5	West Road	Ian Nicholson and Co	A2	N/A	N/A	
11	West Road	Sanlam	A2	N/A	N/A	
12	West Road	Major Family Law	A2	N/A	N/A	
10	West Road	Vacant (formerly House of Vintage)	N/A	N/A	N/A	Vacant
15	West Road	Strettle Funeral Management Services	A1	Comparison	Regional	

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Table 12: List of Units in Prudhoe Town Centre

No.	Street Name	Business Name	Use Class	Type	Type	Notes
3	Front Street	Wade Opticians	A1	Convenience	Regional	
3a	Front Street	Joules	A1	Comparison	Independent	
3b	Front Street	Ascend Hairdressing	A1	Comparison	Independent	
-	Front Street	Fab Face & Body	A1	Comparison	Independent	
4	Front Street	Bridgfords	A2	N/A	N/A	
5	Front Street	TV Appliance Centre	A1	Comparison	Independent	
6	Front Street	Vacant	N/A	N/A	N/A	Vacant
6	Front Street	Johns Hairdressers	A1	Comparison	Independent	
7	Front Street	Caris Robson	A2	N/A	N/A	
8	Front Street	RSPCA	A1	Comparison	Multiple	Charity
8	Front Street	The Original Factory Shop	A1	Comparison	Multiple	
9	Front Street	One Stop	A1	Convenience	Multiple	
10	Front Street	A McGee	A1	Comparison	Independent	
10	Front Street	Reflections Hair and Beauty	A1	Comparison	Regional	
10	Front Street	Vacant	N/A	N/A	N/A	Vacant
11	Front Street	Prudhoe Youth Charity Shop	A1	Comparison	Independent	Charity
11	Front Street	Co Op Funeral Care	A1	Comparison	Multiple	
12	Front Street	Lloyds TSB	A2	N/A	N/A	
13	Front Street	Dean Williams	A2	N/A	N/A	
14	Front Street	G and S Electricals	A1	Comparison	Independent	
15	Front Street	Yellow Estate Agency	A2	N/A	N/A	
16	Front Street	Ginevra	A3	N/A	N/A	
17	Front Street	Maisies Ice Cream Parlour	A1	Convenience	Independent	
18	Front Street	G and F Threadgold	A1	Convenience	Independent	
19	Front Street	Front Street Barbers	A1	Comparison	Independent	
20	Front Street	Relate	A1	Comparison	Multiple	
20A	Front Street	Dexters Bridal Alterations	A1	Comparison	Independent	
21	Front Street	Pattinson	A2	N/A	N/A	
22	Front Street	La Piccola	A3	N/A	N/A	
23	Front Street	Elizabeth Evans	A1	Comparison	Independent	
27	Front Street	Walnut	A1	Comparison	Independent	
28	Front Street	Aspen	D1	N/A	N/A	
37	Front Street	The Hair Boutique	A1	Comparison	Independent	
38	Front Street	Casseys	A1	Convenience	Multiple	
39	Front Street	Fire Station	D1	N/A	N/A	
39	Front Street	Balls	A5	N/A	N/A	
40	Front Street	Balls Restaurant and Tea Bar	A3	N/A	N/A	
41	Front Street	New Loon Wah House	A5	N/A	N/A	
42	Front Street	Tasty Bites	A5	N/A	N/A	
44	Front Street	Family Dental Practice	D1	N/A	N/A	
45	Front Street	Washateria	Sui Generis	N/A	N/A	
46	Front Street	Prudhoe Tandori	A5	N/A	N/A	
47	Front Street	The Stationary Shop	A1	Comparison	Independent	
48	Front Street	Boots the Chemist	A1	Comparison	Key Attractor	
50	Front Street	The Chair Centre	A1	Comparison	Independent	
51	Front Street	Dhillons Fish Inn	A5	N/A	N/A	
52	Front Street	Ladbrokes	Sui Generis	N/A	N/A	
53	Front Street	Spend and Save	A1	Comparison	Independent	
54	Front Street	Your Move	A2	N/A	N/A	
54	Front Street	Pizza Pizza	A5	N/A	N/A	
55	Front Street	Greggs	A1	Convenience	Multiple	
57	Front Street	Just to say	A1	Comparison	Independent	
58	Front Street	Spetchell Centre	D1	N/A	N/A	
59	Front Street	The Corner Cafe	A3	N/A	N/A	
59	Front Street	Aramee	A3	N/A	N/A	
59	Front Street	New Lotus House	A5	N/A	N/A	
59	Front Street	Franco's	A3	N/A	N/A	
63-64	Front Street	Co Op Travel	A1	Comparison	Multiple	
68-69	Front Street	Windsor Bakery	A1	Convenience	Independent	
74	Front Street	Barclays	A2	N/A	N/A	
76	Front Street	Heritage Accountancy	A2	N/A	N/A	
77	Front Street	Boots the Chemist	A1	Comparison	Key Attractor	
78	Front Street	Prudhoe Dental Practice	D1	N/A	N/A	
79	Front Street	Truffle Hairdressing	A1	Comparison	Independent	
80	Front Street	The White Tulip Wedding Shop	A1	Comparison	Independent	
81	Front Street	Prudhoe Post Office	A1	Convenience	Independent	
82	Front Street	The R Salon	A1	Comparison	Independent	
17B	Front Street	Ready, Steady Knit	A1	Convenience	Independent	
23A	Front Street	Shoe Fix	A1	Convenience	Independent	
3a	Front Street	CSN	A1	Convenience	Independent	
54b	Front Street	Gormet Sandwich Bar	A1	Convenience	Independent	
72	Front Street	Thread Bare	A1	Comparison	Independent	
72A	Front Street	Just Tanning	Sui Generis	N/A	N/A	
Rear of 21	Front Street	Photosmith Ltd	Sui Generis	N/A	N/A	
-	Front Street	St Mary Magdalene Parish Church Hall	D1	N/A	N/A	
-	Front Street	West Wylam Inn	A4	N/A	N/A	
-	Front Street	Total Garage and Co-operative Food Shop	Sui Generis	N/A	N/A	
-	Front Street	Leisure Centre	D2	N/A	N/A	
-	Front Street	Oaklands Health Centre	D1	N/A	N/A	
-	Front Street	Prudhoe and District United Service Club	A4	N/A	N/A	
-	Front Street	Prudhoe Carpets	A1	Comparison	Independent	
-	Front Street	Gilmores Taxis	Sui Generis	N/A	N/A	
-	Front Street	Community Learning Centre	D1	N/A	N/A	
-	Front Street	The East Young Peoples Centre	D1	N/A	N/A	
n/a	Front Street	Residential Home	C2	N/A	N/A	
3	Hillcrest Court	Northumbria Pipes	B8	N/A	N/A	
5	Kepwell Ct	St. Mary Magdalene	D1	N/A	N/A	
-	Oakfield Terrace	The Co Op	A1	Convenience	Multiple	
3	South Road	Prudhoe Social Club	A4	N/A	N/A	
3	South Road	Prudhoe Taxis	Sui Generis	N/A	N/A	
6	South Road	Fox and Hounds	A4	N/A	N/A	
27	South Road	The Lilium Garden	A5	N/A	N/A	
-	Station Road	Prudhoe Pet Supplies	A1	Comparison	Independent	
9a	Tyne View Terrace	Tyne View Auto Repair	B2	N/A	N/A	
The Old Co-op Buildings	Tyne View Terrace	Prudhoe Autocare	B2	N/A	N/A	
1	West Road	Dr Syntax	A4	N/A	N/A	
-	West Road	Prudhoe Methodist Church	D1	N/A	N/A	
34	West Road	Rethink Laser Tattoo Removal	Sui Generis	N/A	N/A	
34	West Road	Louise Hunter & Associates	D1	N/A	N/A	

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Appendix 2 – Map of Study Areas and Zones

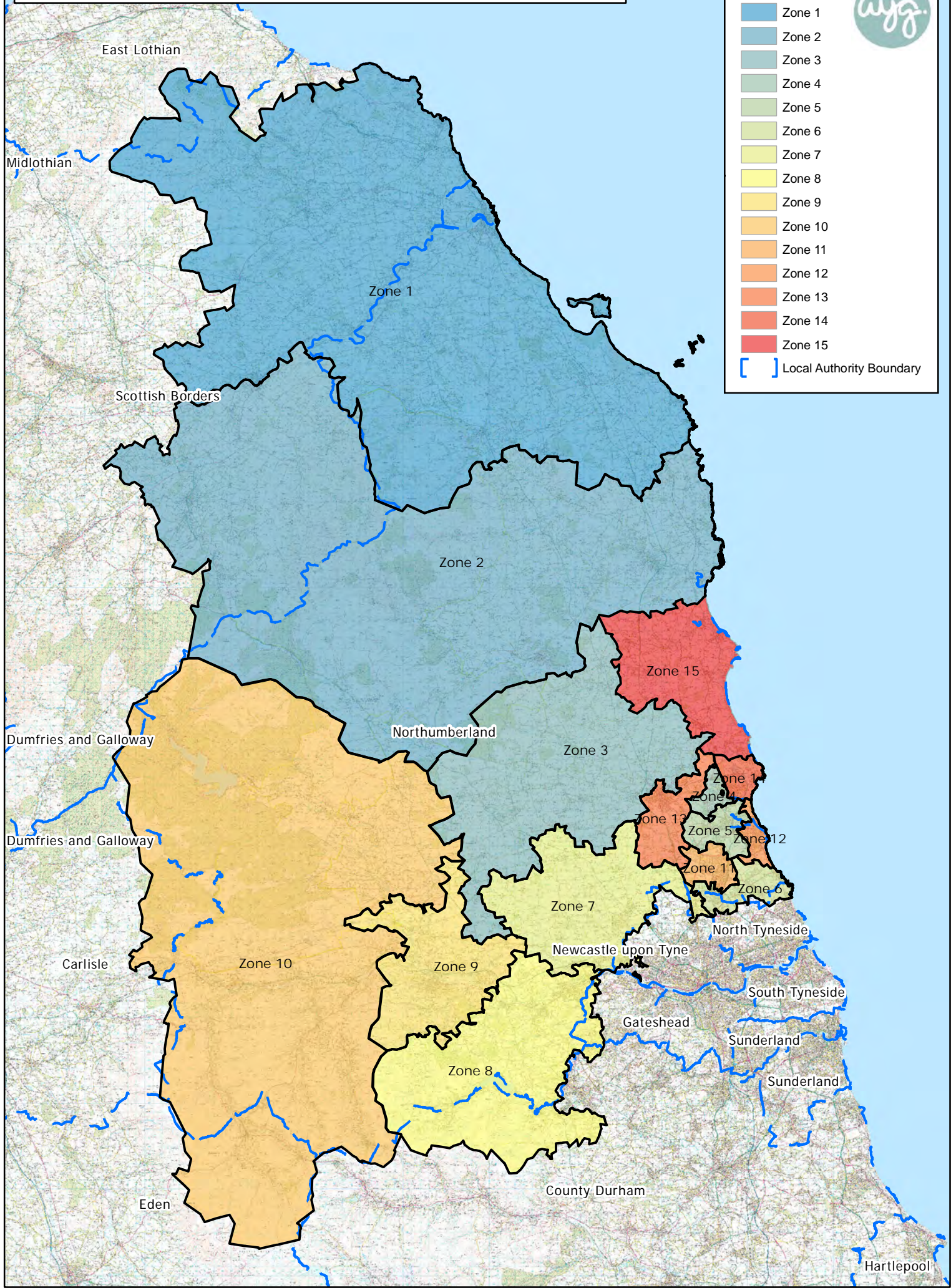


Northumberland Retail & Leisure Study Area



Key

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10
- Zone 11
- Zone 12
- Zone 13
- Zone 14
- Zone 15
- Local Authority Boundary





Appendix 3 – Household Survey Results



Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q01 Where did you last go to undertake your main food and grocery shopping?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Aldi, North Road, Berwick-upon-Tweed	2.4%	35	17.0%	32	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Main Street, Tweedmouth	1.2%	17	8.7%	16	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%
Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Dicksons Yard, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wooler	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, Seahouses	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Newtown Street, Duns	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roxburgh Street, Kelso	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Belford	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.8%	11	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shedden Park Road, Kelso	0.3%	5	0.6%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Loaning Meadows, Berwick-upon-Tweed	3.4%	49	25.7%	48	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	2.5%	37	19.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Rothbury	0.6%	9	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Jewellers Wynd, High Street, Jedburgh	0.3%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Victoria Road, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, South Road, Alnwick	1.3%	19	0.7%	1	10.3%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Fenkle Street, Alnwick	2.7%	39	0.6%	1	27.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	1.7%	25	9.7%	18	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Willowburn	1.9%	27	2.1%	4	12.5%	15	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Avenue, Alnwick																		
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North End, Longhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Longframlington	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Aldi, Morpeth Road, Ashington	2.3%	33	0.0%	0	0.0%	0	3.2%	1	14.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 The Square, Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Asda, Cowpen Road, Blyth	5.2%	76	0.0%	0	0.0%	0	0.0%	0	8.5%	6	31.2%	29	13.3%	13	0.0%	0	0.0%	0
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Newcastle Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 10-12 Station Road, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Road, Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Choppington Road, Bedlington	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Co-op, Avenue Road, Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Belsay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15-21 Broadway, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Sainsburys, Newburn Road, Throckley	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	13	0.8%	1
Spar, Heddon Service Station, Heddon-on-the-Wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 27 Main Street, Ponteland	1.5%	22	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.7%	1	0.0%	0	18.0%	20	0.0%	0
Zone 8																		
Co-op, Derwent Street, Chopwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, Oakfield Terrace, Prudhoe	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	11

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Aldi, Haugh Lane Industrial Estate, Hexham	3.0%	43	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.6%	6
Co-op, 3-5 Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	3.8%	55	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.9%	9
Tynedale Retail Park, Hexham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	28	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
Zone 10																		
Allendale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aldi, Cumbrian Road, Cramlington	3.0%	43	0.0%	0	3.7%	5	0.0%	0	1.5%	1	3.5%	3	10.8%	10	0.0%	0	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	3.5%	52	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.5%	3	14.4%	14	0.8%	1	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	4.1%	60	0.0%	0	0.0%	0	1.8%	1	1.5%	1	4.7%	4	6.5%	6	1.0%	1	0.0%	0
Spar, West View, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	2.3%	34	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.8%	7	2.5%	2	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	2.1%	31	0.0%	0	1.4%	2	0.0%	0	2.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Blyth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	4.3%	63	0.0%	0	0.7%	1	0.0%	0	0.0%	0	13.8%	13	3.4%	3	0.0%	0	0.0%	0
Zone 13																		
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.1%	16	0.0%	0	0.7%	1	15.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	0.5%	7	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	4.9%	72	0.0%	0	0.7%	1	41.6%	13	5.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	9.7%	142	0.0%	0	0.7%	1	3.2%	1	47.8%	34	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, 202 Milburn Road, Ashington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Station Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

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Iceland, Bellway House, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-11 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Widdrington Station, Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	0.0%	0	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, Brampton	0.0%	0	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, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Aldi, Front Street, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.5%	4
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.0%	0	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, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	12
Tesco Express, 32 Durham Road, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Genesis Way, Consett	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Aldi, Whittingehame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Aldi, Cavendish Way, Penrith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Fort Retail Park, Edinburgh	0.0%	0	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.4%	6	0.0%	0	0.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	3
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	14.1%	15
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.3%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	0.0%	0	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, Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-tyne	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	16.5%	18
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Stamfordham Road,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Newcastle Upon Tyne																		
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.6%	9	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	13	4.5%	5
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields 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	1.0%	1	1.0%	1

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Lidl, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local Shops, Newcastle upon Tyne	0.0%	0	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, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
M&S Simply Food, Multiyork House, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.5%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	1.1%	1
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	1.9%	28	0.0%	0	1.4%	2	5.3%	2	1.5%	1	5.2%	5	0.0%	0	11.8%	13	2.7%	3

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tyne																	
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside																	
Aldi, Great Lime Road, Newcastle Upon Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%
Aldi, Tynemouth Road, Wallsend	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.4%
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Hadrian Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitley Road, Newcastle Upon Tyne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 14-16 Park Avenue, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Road, Wideopen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Battle Hill Drive, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Hillheads Road, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Morrisons, Preston North Road, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%
Morrisons, The Killingworth	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	17.5%	17	2.7%	3	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Centre, Newcastle Upon Tyne																		
North Shields	0.0%	0	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, Outside Study Area - North Tyneside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.8%	9	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Aldi, King Street, Galashiels	0.2%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.6%	9	2.0%	4	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Galashiels																		
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mart Street, Hawick	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	0.5%	7	1.4%	3	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	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:	1454		188		122		30		70		93		95		108		110	
Sample:	1454		98		95		93		99		98		97		98		96	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mean score: [£]																	
Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?																	
Those who gave a destination at Q01																	
£1 - £5	0.2%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	1.1%	16	0.0%	0	2.0%	3	1.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	2.8%
£11 - £15	2.3%	34	0.7%	1	1.3%	2	2.5%	1	2.4%	2	2.7%	3	4.0%	4	0.8%	1	2.6%
£16 - £20	4.4%	66	2.6%	5	6.7%	9	2.5%	1	5.3%	4	5.0%	5	2.7%	3	6.3%	7	7.6%
£21 - £25	2.6%	38	3.1%	6	3.8%	5	0.8%	0	0.7%	1	3.4%	3	0.7%	1	3.9%	4	2.4%
£26 - £30	6.8%	102	10.2%	20	16.2%	21	4.6%	2	11.6%	8	2.4%	2	4.8%	5	4.6%	5	1.8%
£31 - £35	2.2%	33	0.7%	1	1.5%	2	1.7%	1	2.2%	2	2.2%	2	0.8%	1	3.6%	4	4.7%
£36 - £40	5.9%	90	4.6%	9	4.8%	6	7.1%	2	7.6%	5	6.4%	6	4.8%	5	6.4%	7	5.2%
£41 - £45	2.1%	31	1.4%	3	3.5%	5	0.0%	0	2.2%	2	2.0%	2	1.9%	2	0.8%	1	1.8%
£46 - £50	8.3%	125	4.4%	9	8.7%	11	11.4%	4	10.6%	7	10.2%	10	9.0%	9	7.4%	8	12.4%
£51 - £55	2.8%	42	1.5%	3	4.0%	5	1.0%	0	4.4%	3	0.7%	1	4.7%	5	4.6%	5	1.8%
£56 - £60	8.0%	120	12.4%	24	3.0%	4	12.8%	4	11.7%	8	3.4%	3	10.3%	10	5.9%	6	8.7%
£61 - £65	3.3%	50	4.5%	9	4.1%	5	1.9%	1	3.0%	2	9.9%	9	0.0%	0	4.4%	5	1.6%
£66 - £70	8.5%	129	13.8%	27	4.7%	6	5.5%	2	0.8%	1	7.1%	7	7.6%	7	7.5%	8	8.0%
£71 - £75	1.3%	19	0.7%	1	0.0%	0	1.6%	1	0.8%	1	1.4%	1	1.7%	2	4.2%	5	0.0%
£76 - £80	7.1%	106	3.8%	7	7.8%	10	11.1%	4	7.5%	5	6.3%	6	12.8%	13	10.6%	12	4.5%
£81 - £85	1.6%	25	3.2%	6	0.0%	0	1.0%	0	2.9%	2	1.5%	1	2.4%	2	2.8%	3	0.0%
£86 - £90	3.9%	58	5.9%	12	4.1%	5	9.1%	3	3.1%	2	0.7%	1	3.8%	4	6.2%	7	3.2%
£91 - £95	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%
£96 - £100	8.9%	134	8.3%	16	4.8%	6	10.4%	3	4.0%	3	7.1%	7	9.2%	9	7.6%	8	11.9%
£101 - £120	4.7%	71	3.2%	6	4.2%	6	3.3%	1	4.6%	3	6.3%	6	3.4%	3	3.6%	4	4.9%
£121 - £140	2.3%	35	2.5%	5	1.6%	2	1.0%	0	4.6%	3	4.8%	5	2.3%	2	0.9%	1	3.5%
£141 - £160	2.4%	37	4.6%	9	4.7%	6	1.8%	1	1.7%	1	2.1%	2	2.4%	2	2.7%	3	0.8%
£161 - £180	0.4%	5	0.0%	0	0.7%	1	0.0%	0	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%
£181 - £200	0.9%	14	1.4%	3	0.0%	0	0.9%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	1.0%
£201 - £250	0.3%	5	1.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£251+	0.3%	4	0.0%	0	1.3%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
(Don't know / varies)	5.7%	85	3.9%	8	3.3%	4	5.9%	2	2.2%	2	8.8%	8	5.4%	5	2.5%	3	7.1%
(Refused)	1.2%	19	1.2%	2	0.6%	1	0.0%	0	2.5%	2	1.5%	1	2.4%	2	1.6%	2	1.8%
Mean:	68.38		73.71		66.87		71.38		65.53		70.70		69.34		68.08		64.75
Weighted base:	1505		196		133		34		71		96		99		109		114
Sample:	1506		103		102		100		100		100		101		99		100

Q03 Which retailer do you purchase your main food internet / home delivery shopping from?*Those who shop online at Q01*

Asda	27.5%	14	17.1%	1	34.8%	4	16.6%	1	99.9%	1	50.0%	1	43.3%	2	0.0%	0	22.7%	1
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	18.2%	9	65.8%	5	0.0%	0	25.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	1
Tesco	50.7%	26	17.1%	1	57.5%	6	57.6%	2	0.0%	0	50.0%	1	56.7%	2	100.0%	1	53.0%	2
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	1	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		51		7		11		4		1		3		4		1		4
Sample:		52		5		7		7		1		2		4		1		4

Q04 For your last main food internet / home delivery shopping order, how did you receive your goods?*Those who shop online at Q01*

Collection at store	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home delivery	98.1%	50	100.0%	7	100.0%	11	100.0%	4	99.9%	1	100.0%	3	100.0%	4	100.0%	1	100.0%	4
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		51		7		11		4		1		3		4		1		4
Sample:		52		5		7		7		1		2		4		1		4

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q05 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																		
<i>Those who gave a destination at Q01</i>																		
Accessibility by public transport	0.4%	6	0.6%	1	0.0%	0	0.8%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.0%	1
Car parking prices	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.4%	22	0.7%	1	3.3%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.6%	2
Choice of food goods available	8.2%	124	11.7%	23	0.8%	1	7.2%	2	9.7%	7	7.1%	7	7.9%	8	4.0%	4	6.1%	7
Choice of shops nearby selling non-food goods	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.8%	4	1.1%	1
Choice of shops selling food goods	0.8%	12	0.0%	0	0.7%	1	1.0%	0	0.8%	1	3.5%	3	0.8%	1	1.0%	1	1.8%	2
Cleanliness	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	2.1%	31	3.2%	6	5.6%	7	8.6%	3	0.0%	0	0.7%	1	1.7%	2	0.9%	1	3.5%	4
Click & Collect service	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.0%	0
Easy to get to by car	2.1%	32	0.0%	0	6.3%	8	1.0%	0	0.0%	0	3.4%	3	1.5%	1	3.0%	3	6.6%	8
Good internal layout	1.0%	16	1.2%	2	1.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1
Good service / friendly staff	0.6%	8	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Habit / always use it / preference for retailer	4.7%	71	4.0%	8	4.1%	5	1.6%	1	8.4%	6	2.1%	2	6.9%	7	2.1%	2	5.8%	7
Internet shopping is convenient	0.6%	9	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	16.2%	243	27.4%	54	9.5%	13	18.8%	6	8.3%	6	9.5%	9	17.0%	17	9.9%	11	22.6%	26
Loyalty card / points scheme	0.7%	11	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	1.0%	1
Near to home	32.1%	483	24.1%	47	26.6%	35	26.5%	9	44.0%	31	42.5%	41	35.6%	35	39.6%	43	27.1%	31
Near to work	2.6%	39	9.7%	19	3.4%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	5	1.8%	2
Nice shopping environment	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.5%	4	0.8%	1
Only one in the area / no other choice	2.1%	32	2.7%	5	2.6%	4	4.8%	2	0.8%	1	10.1%	10	0.8%	1	0.8%	1	2.4%	3
Preference for retailer	1.7%	26	1.3%	3	2.8%	4	0.0%	0	0.0%	0	2.6%	3	3.1%	3	0.9%	1	1.8%	2
Provision of leisure facilities nearby	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Provision of services nearby, such as banks and other financial services	0.2%	3	0.6%	1	0.6%	1	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.9%	104	3.1%	6	12.3%	16	12.5%	4	5.1%	4	7.3%	7	6.3%	6	7.1%	8	4.5%	5
Quality of shops selling food goods	0.3%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.1%	17	1.9%	4	2.0%	3	0.0%	0	1.5%	1	0.0%	0	3.2%	3	0.0%	0	0.8%	1
Value for money	5.4%	81	3.3%	6	11.9%	16	3.8%	1	5.9%	4	1.5%	1	5.3%	5	2.5%	3	4.3%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.8%	88	2.6%	5	4.9%	6	3.8%	1	14.1%	10	2.7%	3	3.1%	3	9.2%	10	3.0%	3
Weighted base:		1505		196		133		34		71		96		99		109		114
Sample:		1506		103		102		100		100		100		101		99		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q06 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?																		
<i>Those who gave a destination at Q01</i>																		
Nothing	68.8%	1036	63.6%	124	68.8%	91	61.5%	21	67.1%	47	68.5%	65	75.6%	74	76.6%	84	74.2%	84
Change layout too often	1.1%	16	2.5%	5	3.4%	5	2.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Difficult / expensive parking	1.4%	21	0.0%	0	3.4%	5	1.0%	0	0.8%	1	0.7%	1	1.5%	1	1.6%	2	1.0%	1
Difficult to get to	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	5.4%	82	9.7%	19	8.7%	12	3.5%	1	7.5%	5	10.0%	10	1.5%	1	0.0%	0	6.1%	7
Lack of cycle parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.2%	17	0.7%	1	1.6%	2	0.8%	0	2.9%	2	0.0%	0	0.8%	1	0.9%	1	1.8%	2
Lack of public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Limited range of goods	7.7%	116	9.2%	18	1.4%	2	10.7%	4	7.0%	5	7.9%	8	5.6%	6	5.7%	6	6.3%	7
No petrol station	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	15	2.7%	5	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	2.6%	3
Poor quality	2.2%	33	2.0%	4	2.0%	3	1.9%	1	0.0%	0	0.7%	1	4.6%	5	4.7%	5	1.8%	2
Staff rude / unhelpful	1.2%	18	1.3%	2	2.0%	3	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.9%	1	0.8%	1
Too busy	1.3%	19	0.7%	1	0.0%	0	3.0%	1	2.2%	2	0.7%	1	1.5%	1	1.9%	2	1.6%	2
Too far away	1.0%	15	0.7%	1	0.0%	0	1.0%	0	0.0%	0	1.4%	1	1.9%	2	0.0%	0	0.8%	1
Too small	2.1%	32	1.4%	3	2.9%	4	1.6%	1	0.8%	1	2.0%	2	2.3%	2	4.8%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not a nice environment	2.0%	29	3.2%	6	3.5%	5	4.4%	1	5.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Internet issues	0.3%	5	0.7%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough checkouts open	0.9%	13	1.2%	2	0.7%	1	0.0%	0	0.9%	1	0.7%	1	0.7%	1	1.0%	1	0.0%	0
Misleading special offers	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Too big	0.3%	4	0.0%	0	0.8%	1	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know)	1.4%	21	0.7%	1	0.0%	0	0.8%	0	0.0%	0	2.1%	2	2.3%	2	0.0%	0	1.0%	1
Weighted base:		1505		196		133		34		71		96		99		109		114
Sample:		1506		103		102		100		100		100		101		99		100

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q07 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?*Those who gave a destination at Q01*

Daily	0.9%	14	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.0%	1	2.8%	3
At least two times a week	10.9%	164	4.6%	9	12.0%	16	15.0%	5	7.0%	5	16.1%	15	8.0%	8	18.2%	20	6.6%	8
At least once a week	60.9%	917	61.0%	119	52.4%	70	51.6%	17	58.5%	41	65.1%	62	71.5%	70	58.0%	63	71.0%	81
At least once a fortnight	16.5%	248	24.0%	47	22.0%	29	22.4%	8	15.2%	11	9.6%	9	12.6%	12	12.4%	14	10.4%	12
At least once a month	6.9%	103	4.5%	9	10.2%	14	7.2%	2	14.8%	10	4.9%	5	3.2%	3	6.5%	7	7.4%	8
At least every two months	1.1%	17	3.8%	7	0.0%	0	0.8%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0
Less often	0.6%	9	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1	1.0%	1	0.0%	0
Have only visited once	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	2.0%	31	2.1%	4	1.3%	2	2.2%	1	4.6%	3	1.4%	1	2.5%	2	1.7%	2	1.8%	2
Mean:		1.24		0.95		1.21		1.28		1.03		1.49		1.19		1.49		1.27
Weighted base:		1505		196		133		34		71		96		99		109		114
Sample:		1506		103		102		100		100		100		101		99		100

Q08 How do you normally travel to (STORE MENTIONED AT Q01)?*Not those who shop online at Q01*

Car / van (as driver)	73.0%	1061	68.5%	129	88.0%	107	80.4%	24	75.4%	53	61.1%	57	76.9%	73	76.2%	82	80.0%	88
Car / van (as passenger)	13.4%	195	15.3%	29	8.2%	10	11.6%	3	11.4%	8	18.5%	17	14.4%	14	11.2%	12	12.0%	13
Bus, minibus or coach	3.9%	57	8.1%	15	0.7%	1	5.0%	2	1.5%	1	6.6%	6	3.9%	4	5.3%	6	3.7%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.9%	115	7.4%	14	3.2%	4	1.2%	0	8.7%	6	12.5%	12	3.1%	3	4.8%	5	3.5%	4
Taxi	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.8%	1	0.8%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	1	0.0%	0	1.7%	2	0.0%	0
Weighted base:		1454		188		122		30		70		93		95		108		110
Sample:		1454		98		95		93		99		98		97		98		96

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Mean score: [Minutes]																		
Q09 How long did your last journey to (STORE MENTIONED AT Q01) take?																		
Not those who shop online at Q01																		
1 - 5 minutes	33.8%	491	26.5%	50	34.0%	41	17.7%	5	45.7%	32	26.7%	25	28.6%	27	29.2%	32	11.4%	12
6 - 10 minutes	27.4%	399	22.5%	42	17.0%	21	17.1%	5	30.7%	21	31.3%	29	41.6%	39	38.6%	42	21.5%	24
11 - 15 minutes	15.3%	222	17.1%	32	6.7%	8	23.8%	7	16.3%	11	28.8%	27	20.7%	20	19.9%	22	29.2%	32
16 - 20 minutes	12.2%	178	17.6%	33	17.8%	22	17.3%	5	2.6%	2	7.4%	7	5.9%	6	9.8%	11	26.2%	29
21 - 25 minutes	3.2%	47	4.7%	9	3.1%	4	9.1%	3	2.2%	2	1.4%	1	0.8%	1	0.8%	1	4.1%	5
26 - 30 minutes	4.0%	58	7.4%	14	6.7%	8	7.9%	2	0.8%	1	0.0%	0	1.6%	1	0.8%	1	4.0%	4
31 minutes +	3.2%	47	4.2%	8	14.0%	17	6.2%	2	0.9%	1	3.6%	3	0.0%	0	0.9%	1	2.7%	3
(Don't know / can't remember)	0.8%	12	0.0%	0	0.7%	1	0.9%	0	0.9%	1	0.7%	1	0.8%	1	0.0%	0	0.8%	1
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	12.30		14.35		16.38		16.92		9.66		12.05		10.32		10.81		15.88	
Weighted base:	1454		188		122		30		70		93		95		108		110	
Sample:	1454		98		95		93		99		98		97		98		96	
Q10 When do you normally do your main food shopping?																		
Weekdays during the day	43.9%	664	40.1%	78	35.2%	47	57.7%	19	37.3%	27	34.4%	34	48.8%	48	44.3%	48	57.9%	66
Weekdays during the evening	12.7%	192	18.0%	35	24.4%	33	11.8%	4	10.1%	7	19.1%	19	9.3%	9	12.6%	14	8.2%	9
Saturday	13.4%	202	9.1%	18	11.7%	16	6.3%	2	16.9%	12	19.9%	20	10.3%	10	19.3%	21	11.5%	13
Sunday	3.6%	55	5.8%	11	6.8%	9	0.9%	0	4.7%	3	7.5%	7	4.7%	5	1.7%	2	0.0%	0
(Don't know / varies)	26.4%	398	27.0%	53	21.8%	29	23.4%	8	31.0%	22	19.2%	19	26.9%	27	22.1%	24	22.3%	25
Weighted base:	1512		196		134		34		71		99		99		109		114	
Sample:	1511		103		104		100		101		101		101		99		100	
Q11 When you go main food shopping is your trip linked with any other activity?																		
Not those who shop online at Q01																		
Yes – non-food shopping	8.0%	117	9.3%	17	6.0%	7	12.6%	4	6.0%	4	6.5%	6	9.8%	9	4.6%	5	14.1%	15
Yes – other-food shopping	6.4%	94	2.1%	4	1.6%	2	6.0%	2	4.6%	3	3.8%	4	12.9%	12	6.3%	7	5.0%	5
Yes – visiting services such as banks and other financial institutions	2.6%	38	1.3%	2	3.7%	5	2.8%	1	0.0%	0	1.3%	1	4.0%	4	4.6%	5	5.1%	6
Yes – leisure activity	2.8%	41	1.9%	4	3.7%	5	8.1%	2	4.6%	3	1.3%	1	4.2%	4	0.8%	1	2.8%	3
Yes – travelling to / from work	5.0%	72	10.2%	19	14.6%	18	6.2%	2	6.4%	5	0.0%	0	2.5%	2	3.9%	4	4.8%	5
Yes – travelling to / from school / college / university	0.3%	4	0.0%	0	0.7%	1	1.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes – getting petrol	2.5%	36	4.7%	9	0.7%	1	0.0%	0	0.0%	0	3.6%	3	1.8%	2	5.3%	6	2.6%	3
Yes – visiting café / pub / restaurant	3.6%	53	5.6%	11	7.4%	9	3.7%	1	0.0%	0	2.8%	3	0.8%	1	5.3%	6	1.8%	2
Yes – visiting family / friends	2.5%	37	2.3%	4	6.6%	8	3.2%	1	0.7%	1	0.7%	1	2.9%	3	1.7%	2	3.8%	4
Yes – visiting health service such as doctor, dentist, hospital	0.6%	9	1.4%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.2%	17	0.8%	1	4.3%	5	2.7%	1	0.7%	1	0.0%	0	0.8%	1	1.0%	1	3.7%	4
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	62.5%	913	59.8%	113	47.5%	59	50.7%	15	76.2%	54	78.0%	75	60.4%	57	62.0%	67	54.3%	59
(Don't know / varies)	2.0%	29	0.7%	1	3.2%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.6%	4	2.1%	2
Weighted base:	1460		188		123		30		71		96		95		108		110	
Sample:	1459		98		97		93		100		99		97		98		96	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q12 Where do you do this linked trip?																	
<i>Those who do other food / non-food shopping / use services at Q11 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	5.0%	12	51.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	4.7%	12	26.7%	6	38.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	1.0%	2	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.6%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	4.4%	11	5.0%	1	27.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.4%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.4%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.1%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	7.9%	20	0.0%	0	0.0%	0	0.0%	0	57.5%	4	6.1%	1	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 5																		
Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	3.2%	8	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	8	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	14.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	28.8%	8
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	12.5%	31	0.0%	0	0.0%	0	0.0%	0	29.1%	2	12.8%	1	54.0%	14	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	11.0%	27	0.0%	0	0.0%	0	0.0%	0	6.7%	1	49.4%	6	18.3%	5	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	8.8%	22	0.0%	0	0.0%	0	81.4%	5	6.7%	1	13.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	7
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	6.9%	2
Gateshead - Costco,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	4.0%	10	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	29.3%	8
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.6%	1	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	1.1%	3	0.0%	0	12.6%	2	5.4%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	248		24		14		6		7		11		25		17		26	
Sample:	273		14		14		18		12		16		22		17		22	

Q12A How do you normally travel to (LOCATION FROM Q12) when you do this linked trip?*Those who do other food / non-food shopping / use services at Q11*

Car / van (as driver)	56.3%	140	74.7%	18	44.6%	6	64.3%	4	62.3%	5	60.9%	7	40.0%	10	57.9%	10	65.3%	17
Car / van (as passenger)	9.9%	24	10.3%	2	13.9%	2	0.0%	0	15.2%	1	7.1%	1	18.2%	5	5.7%	1	6.8%	2
Bus, minibus or coach	1.9%	5	5.0%	1	0.0%	0	0.0%	0	7.2%	1	11.3%	1	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.7%	74	10.0%	2	41.6%	6	26.0%	2	15.2%	1	20.7%	2	38.7%	10	29.6%	5	24.6%	7
Taxi	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.1%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	2	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	3.4%	1
Weighted base:	248		24		14		6		7		11		25		17		26	
Sample:	273		14		14		18		12		16		22		17		22	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q13 Where else do you undertake you main food and grocery shopping?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Aldi, North Road, Berwick-upon-Tweed	2.4%	19	17.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Main Street, Tweedmouth	1.8%	14	13.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%
Berwick-upon-tweed	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Dicksons Yard, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Newtown Street, Duns	0.8%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roxburgh Street, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, 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	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shedden Park Road, Kelso	0.9%	7	5.7%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.5%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Loaning Meadows, Berwick-upon-Tweed	2.3%	18	16.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	2.5%	19	18.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	0.8%	6	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Jewellers Wynd, High Street, Jedburgh	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Victoria Road, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bondgate, Alnwick	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, South Road, Alnwick	1.4%	11	2.3%	2	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Fenkle Street, Alnwick	2.9%	23	1.2%	1	18.8%	17	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	1.1%	8	3.7%	4	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Willowburn	4.7%	37	0.0%	0	31.5%	29	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Avenue, Alnwick																		
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North End, Longhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Aldi, Morpeth Road, Ashington	3.5%	27	0.0%	0	0.0%	0	1.9%	0	26.7%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	0.5%	4	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 The Square, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Asda, Cowpen Road, Blyth	5.6%	43	0.0%	0	0.0%	0	0.0%	0	2.3%	1	44.5%	21	6.3%	3	0.0%	0	0.0%	0
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Newcastle Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 10-12 Station Road, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Road, Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Choppington Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Co-op, Avenue Road, Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Belsay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15-21 Broadway, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Great North Road, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsburys, Bell Villas, Ponteland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Sainsburys, Newburn Road, Throckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Spar, Heddon Service Station, Heddon-on-the-Wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 27 Main Street, Ponteland	0.7%	6	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Zone 8																		
Co-op, Derwent Street, Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakfield Terrace, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Aldi, Haugh Lane Industrial Estate, Hexham	3.4%	27	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.7%	3
Co-op, 3-5 Hill Street, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.6%	5	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	4.8%	37	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	18.4%	9
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aldi, Cumbrian Road, Cramlington	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	8	1.6%	1	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	4.2%	33	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	9.3%	5	1.9%	1	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.4%	2	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	3.2%	25	0.0%	0	0.0%	0	4.2%	1	7.4%	3	11.4%	5	7.4%	4	3.5%	2	0.0%	0
Spar, West View, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.6%	13	0.0%	0	1.9%	2	0.0%	0	0.0%	0	4.1%	2	1.4%	1	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.4%	27	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.8%	6	6.2%	3	0.0%	0	0.0%	0
Zone 13																		
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.9%	7	0.0%	0	1.2%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	1.0%	8	0.0%	0	0.0%	0	11.0%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.2%	1	0.0%	0	1.0%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	3.2%	25	0.0%	0	1.9%	2	25.8%	4	12.0%	5	1.4%	1	0.0%	0	1.5%	1	0.0%	0
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	4.8%	38	0.0%	0	3.9%	4	4.2%	1	30.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 202 Milburn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Station Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Iceland, Bellway House, Woodhorn Road, Ashington	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.7%	13	0.0%	0	0.0%	0	1.9%	0	4.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-11 Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Widdrington Station, Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	0.0%	0	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, Brampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Aldi, Front Street, Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Local Shops, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Tesco Express, 32 Durham Road, Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Tesco Extra, Genesis Way, Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Aldi, Whittingehame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Aldi, Cavendish Way, Penrith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Fort Retail Park, Edinburgh	0.0%	0	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, Outside Study Area - Edinburgh	0.3%	2	1.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Aldi, Metro Retail Park, Gibside Way, 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	3.8%	2
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	1.2%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.2%	3
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	0.0%	0	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, Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldi, Stamfordham Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.0%	1

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.0%	3	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	2.3%	1
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Lidl, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local Shops, Newcastle upon Tyne	0.0%	0	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, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.5%	2	3.7%	2
M&S Simply Food, Multiyork House, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	1.8%	1
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	4.1%	32	0.0%	0	2.0%	2	4.3%	1	3.8%	2	5.6%	3	1.5%	1	25.1%	15	4.3%	2

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tyne																		
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
Aldi, Great Lime Road, Newcastle Upon Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.2%	2	0.0%	0
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Hadrian Road, Wallsend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14-16 Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hillheads Road, Whitley Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth	2.1%	16	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	12.5%	6	1.6%	1	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre, Newcastle Upon Tyne																		
North Shields	0.0%	0	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Aldi, King Street, Galashiels	0.3%	2	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.6%	5	1.2%	1	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Galashiels																	
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wilton Path, Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Mart Street, Hawick	0.8%	6	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Commercial Road, Hawick	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Paton Street, Galashiels	0.6%	5	2.3%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside																	
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland																	
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	0.0%	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:	781			106		91		15		45		47		50		59	
Sample:	757			53		65		49		63		45		57		50	

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mean score: [£]																		
Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?																		
Those who gave a destination at Q13																		
£1 - £5	1.5%	12	0.0%	0	6.1%	6	0.0%	0	1.2%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0
£6 - £10	2.7%	21	3.8%	4	4.6%	4	3.6%	1	0.0%	0	1.3%	1	1.5%	1	3.1%	2	6.0%	3
£11 - £15	2.8%	22	1.2%	1	3.1%	3	1.8%	0	2.7%	1	4.1%	2	4.2%	2	1.5%	1	1.8%	1
£16 - £20	7.8%	62	16.6%	18	8.7%	8	12.4%	2	9.4%	4	4.0%	2	6.2%	3	3.8%	2	4.6%	2
£21 - £25	3.7%	30	5.9%	6	4.2%	4	4.0%	1	2.3%	1	2.7%	1	3.4%	2	3.4%	2	0.0%	0
£26 - £30	9.1%	72	2.4%	3	11.8%	11	13.3%	2	10.1%	5	7.2%	3	10.7%	5	1.5%	1	11.8%	6
£31 - £35	3.9%	31	4.6%	5	7.0%	7	1.8%	0	7.2%	3	2.6%	1	1.5%	1	8.0%	5	2.3%	1
£36 - £40	9.7%	77	13.9%	15	9.7%	9	7.9%	1	5.7%	3	7.0%	3	19.3%	10	10.0%	6	15.0%	7
£41 - £45	1.3%	10	0.0%	0	2.9%	3	0.0%	0	4.2%	2	1.4%	1	0.0%	0	0.0%	0	3.8%	2
£46 - £50	7.9%	63	8.1%	9	1.0%	1	17.1%	3	4.8%	2	9.7%	5	10.9%	6	5.2%	3	12.6%	6
£51 - £55	1.8%	14	0.0%	0	0.0%	0	1.9%	0	2.3%	1	1.3%	1	2.9%	1	1.9%	1	0.0%	0
£56 - £60	8.1%	65	8.8%	9	1.0%	1	5.5%	1	17.3%	8	1.6%	1	2.9%	1	5.1%	3	6.0%	3
£61 - £65	2.2%	17	0.0%	0	9.8%	9	2.3%	0	2.3%	1	0.0%	0	0.0%	0	5.0%	3	0.0%	0
£66 - £70	5.1%	40	8.3%	9	1.8%	2	9.5%	1	7.0%	3	0.0%	0	3.3%	2	10.2%	6	8.2%	4
£71 - £75	1.7%	14	0.0%	0	0.0%	0	1.9%	0	1.2%	1	4.1%	2	0.0%	0	3.4%	2	0.0%	0
£76 - £80	5.7%	45	1.2%	1	11.8%	11	2.3%	0	3.7%	2	4.1%	2	3.0%	2	11.5%	7	1.8%	1
£81 - £85	0.5%	4	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
£86 - £90	1.8%	14	3.5%	4	0.0%	0	0.0%	0	1.4%	1	4.1%	2	4.5%	2	3.1%	2	0.0%	0
£91 - £95	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	7.0%	56	10.7%	11	3.8%	3	6.0%	1	10.5%	5	3.0%	1	5.8%	3	3.4%	2	7.8%	4
£101 - £120	3.0%	24	1.2%	1	1.0%	1	0.0%	0	0.0%	0	8.2%	4	1.8%	1	6.5%	4	2.0%	1
£121 - £140	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	2.6%	21	1.2%	1	8.7%	8	0.0%	0	0.0%	0	9.8%	5	1.5%	1	3.5%	2	0.0%	0
£161 - £180	0.4%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.7%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	1	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	2	1.2%	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 / varies)	7.3%	58	2.3%	2	2.0%	2	6.4%	1	3.4%	2	18.2%	9	11.6%	6	5.1%	3	14.3%	7
(Refused)	0.9%	7	1.1%	1	0.0%	0	0.0%	0	2.3%	1	1.6%	1	1.8%	1	3.0%	2	2.0%	1
Mean:	57.02		58.48		53.16		51.42		52.16		73.02		49.84		66.12		48.92	
Weighted base:	792		107		93		15		46		48		51		60		49	
Sample:	770		54		66		50		65		46		58		51		47	

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q15 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?*Those who gave a destination at Q13*

Daily	0.6%	5	0.0%	0	1.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.1%	1	2.3%	1
At least two times a week	5.4%	43	8.3%	9	7.0%	6	12.0%	2	2.2%	1	2.8%	1	4.3%	2	10.3%	6	2.3%	1
At least once a week	33.3%	264	32.8%	35	29.5%	27	32.7%	5	31.8%	15	19.1%	9	38.4%	20	18.6%	11	50.7%	25
At least once a fortnight	24.5%	194	33.2%	36	26.6%	25	17.8%	3	25.0%	12	24.9%	12	17.9%	9	38.5%	23	16.7%	8
At least once a month	21.2%	168	11.4%	12	29.3%	27	18.6%	3	30.3%	14	33.9%	16	21.8%	11	8.1%	5	15.7%	8
At least every two months	5.6%	45	3.5%	4	2.8%	3	8.9%	1	4.9%	2	9.7%	5	1.4%	1	9.8%	6	5.8%	3
Less often	2.3%	18	2.4%	3	0.9%	1	4.0%	1	2.5%	1	4.0%	2	1.4%	1	7.6%	5	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.9%	54	8.3%	9	2.8%	3	2.3%	0	1.1%	1	4.2%	2	14.6%	7	5.0%	3	6.5%	3
Mean:	0.85		0.95		0.89		0.99		0.79		0.57		0.84		1.03		0.96	
Weighted base:	792		107		93		15		46		48		51		60		49	
Sample:	770		54		66		50		65		46		58		51		47	

Q16 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	75.8%	1145	77.8%	152	65.0%	87	63.5%	21	67.0%	48	85.8%	85	80.8%	80	83.8%	92	72.5%	82
No	24.2%	366	22.2%	43	35.0%	47	36.5%	12	33.0%	23	14.2%	14	19.2%	19	16.2%	18	27.5%	31
Weighted base:	1512		196		134		34		71		99		99		109		114	
Sample:	1511		103		104		100		101		101		101		99		100	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q17 Where did you last go to undertake this 'top-up' food shopping?																	
<i>Those who do top-up shopping at Q16 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Aldi, North Road, Berwick-upon-Tweed	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Main Street, Tweedmouth	0.7%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%
Berwick-upon-tweed	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.6%	6	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Dicksons Yard, Eyemouth	0.3%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wooler	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highcroft, Kelso	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, Seahouses	0.3%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Wooler	0.5%	6	3.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Newtown Street, Duns	2.9%	33	23.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roxburgh Street, Kelso	0.3%	3	1.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Belford	0.4%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.4%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shedden Park Road, Kelso	0.6%	7	1.7%	2	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Loaning Meadows, Berwick-upon-Tweed	1.8%	20	13.4%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, Tweedmouth	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	1.1%	12	8.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bondgate, Alnwick	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cannongate, Jedburgh	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Rothbury	1.3%	15	0.0%	0	14.8%	13	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Jewellers Wynd, High Street, Jedburgh	0.5%	6	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Victoria Road, Alnwick	0.2%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bondgate, Alnwick	0.5%	6	0.8%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, South Road, Alnwick	1.1%	12	0.9%	1	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Fenkle Street, Alnwick	1.4%	16	0.0%	0	15.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	0.4%	5	2.0%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Willowburn	0.5%	6	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Avenue, Alnwick																	
Shilbottle	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lothian Road, Jedburgh	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, North End, Longhoughton	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Longframlington	0.2%	2	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhorsley	0.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Aldi, Morpeth Road, Ashington	1.6%	18	0.0%	0	0.0%	0	0.0%	0	8.1%	4	2.4%	2	0.0%	0	0.0%	0	0.0%
Ashington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1-2 Gordon Terrace, Choppington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 38 The Square, Choppington	1.1%	12	0.0%	0	0.0%	0	0.0%	0	22.3%	11	0.0%	0	0.0%	0	0.0%	0	1.4%
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Asda, Cowpen Road, Blyth	1.3%	15	0.0%	0	0.0%	0	0.0%	0	2.2%	1	12.5%	10	0.0%	0	0.0%	0	0.0%
Bedlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1 Newcastle Road, Blyth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%
Co-op, 10-12 Station Road, Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%
Co-op, Newcastle Road, Newsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Choppington Road, Bedlington	2.7%	30	0.0%	0	0.0%	0	0.0%	0	4.4%	2	32.5%	27	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Co-op, Avenue Road, Seaton Delaval	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%
Co-op, Beresford Road, Hartley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%	0	0.0%
New Hartley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Seghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Spar, Main Street, South Seghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Zone 7																	
Belsay	0.1%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Co-op, 15-21 Broadway, Ponteland	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
One Stop, Merton Way, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Sainsburys, Bell Villas, Ponteland	1.0%	11	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	11	0.0%
Sainsburys, Newburn Road, Throckley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	13	0.0%
Spar, Heddon Service Station, Heddon-on-the-Wall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Waitrose, 27 Main Street, Ponteland	1.6%	18	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	18.6%	17	0.0%
Zone 8																	
Co-op, Derwent Street, Chopwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Co-op, Oakfield Terrace, Prudhoe	2.4%	26	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
JA Whitelaw, Birches Nook, Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
One Stop, Front Street, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Prudhoe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Slaley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Spar, Branch End Service Station, Main Road, Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Spar, South View, Wylam	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7
Wylam	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Zone 9																		
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	11	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3-5 Hill Street, Corbridge	0.6%	7	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Corbridge	0.4%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hexham	0.9%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Humshaugh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	1.9%	22	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Tynedale Retail 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	0.0%	0
Waitrose, Wentworth Park, Hexham	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2
Zone 10																		
Allendale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.2%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aldi, Cumbrian Road, Cramlington	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	1.3%	1	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	2.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	15.2%	12	0.0%	0	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Manor Walks Retail Park, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.8%	7	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.1%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.0%	4	3.8%	3	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Blyth	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	4.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	1.8%	1	0.0%	0	0.0%	0
Zone 13																		
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.5%	6	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.3%	15	0.0%	0	0.0%	0	6.9%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	1.3%	15	0.0%	0	0.0%	0	9.7%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.4%	4	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	2.2%	25	0.0%	0	1.0%	1	17.8%	4	2.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	3.0%	34	0.0%	0	0.0%	0	3.0%	1	7.7%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 202 Milburn Road, Ashington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Station Road, Ashington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

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Iceland, Bellway House, Woodhorn Road, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-11 Queen Street, Amble	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.9%	11	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Widdrington Station, Widdrington Station	0.3%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	0.0%	0	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, Brampton	0.0%	0	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, Milton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Aldi, Front Street, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.0%	0	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, Lanchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Morrisons, Front Street, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, 32 Durham Road, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Genesis Way, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Aldi, Whittingehame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Aldi, Cavendish Way, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Fort Retail Park, Edinburgh	0.0%	0	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	0.0%	0	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, Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-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	2.7%	2
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.3%	4	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Column %ges.

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Lidl, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	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, Newcastle upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Walbottle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.5%	6	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	2	0.0%	0
M&S Simply Food, Multiyork House, Gosforth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0
Newcastle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.1%	1
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	0.5%	6	0.0%	0	0.0%	0	2.6%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	2.7%	2

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tyne																	
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside																	
Aldi, Great Lime Road, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.4%
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Hadrian Road, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitley Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 14-16 Park Avenue, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Road, Wideopen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.3%	7	0.0%
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Hillheads Road, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, The Killingworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	2.1%	2	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Newcastle Upon Tyne																	
North Shields	0.0%	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Earsdon Road, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%
Shiremoor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	1.0%	1	0.0%	0	0.0%
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders																	
Aldi, King Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Currie Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Galashiels																		
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mart Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	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:	1118			142		86		21		48		83		79		91		82
Sample:	1085			77		73		59		70		84		77		81		68

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																		
Q18 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q17)?																		
<i>Those who gave a destination at Q17</i>																		
Daily	6.9%	78	4.5%	7	6.1%	5	6.9%	1	4.9%	2	7.5%	6	3.0%	2	13.5%	12	11.3%	9
At least two times a week	42.8%	482	62.9%	93	37.6%	32	35.8%	8	39.3%	19	39.1%	32	33.6%	27	39.4%	36	31.1%	26
At least once a week	31.6%	356	21.6%	32	28.7%	25	32.5%	7	35.6%	17	42.0%	35	35.9%	28	26.6%	24	32.8%	27
At least once a fortnight	8.2%	92	0.9%	1	11.7%	10	20.2%	4	9.0%	4	6.3%	5	9.9%	8	5.0%	5	9.7%	8
At least once a month	2.3%	25	0.9%	1	3.0%	3	3.3%	1	2.3%	1	0.8%	1	1.2%	1	2.3%	2	3.6%	3
At least every two months	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	3.3%	3	1.2%	1
Less often	0.3%	4	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	6.9%	78	8.4%	13	12.8%	11	1.3%	0	7.8%	4	3.3%	3	8.8%	7	9.9%	9	10.3%	8
Mean:	2.75		3.34		2.63		2.38		2.52		2.64		2.16		3.13		2.70	
Weighted base:	1127		148		86		21		48		83		79		91		82	
Sample:	1089		78		73		59		70		84		77		81		68	

Mean score: [£]

Q19 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q17)?*Those who gave a destination at Q17*

£1 - £5	21.0%	237	30.0%	45	13.8%	12	12.9%	3	17.9%	9	14.7%	12	27.8%	22	17.4%	16	24.0%	20
£6 - £10	25.9%	292	24.2%	36	34.0%	29	17.9%	4	32.0%	15	28.0%	23	15.5%	12	39.4%	36	20.5%	17
£11 - £15	11.2%	126	7.4%	11	22.2%	19	14.6%	3	7.0%	3	12.3%	10	14.7%	12	8.5%	8	6.2%	5
£16 - £20	14.6%	164	11.0%	16	8.3%	7	19.2%	4	15.2%	7	13.1%	11	17.3%	14	16.9%	15	9.9%	8
£21 - £25	4.2%	47	1.7%	2	2.0%	2	4.0%	1	5.4%	3	2.4%	2	3.0%	2	5.5%	5	2.5%	2
£26 - £30	6.4%	72	7.6%	11	6.3%	5	11.2%	2	11.2%	5	1.6%	1	5.9%	5	1.1%	1	14.1%	12
£31 - £35	1.4%	16	3.5%	5	0.0%	0	0.0%	0	3.3%	2	1.8%	1	0.0%	0	2.6%	2	1.4%	1
£36 - £40	2.8%	31	5.1%	8	2.0%	2	4.0%	1	0.0%	0	6.4%	5	2.9%	2	0.0%	0	1.4%	1
£41 - £45	0.6%	7	0.0%	0	1.1%	1	0.0%	0	2.5%	1	0.0%	0	1.0%	1	0.0%	0	2.5%	2
£46 - £50	1.2%	13	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	3.6%	3
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
£56 - £60	0.4%	5	0.9%	1	0.0%	0	1.4%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0
£61 - £65	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.6%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	4.1%	3	1.2%	1	0.0%	0	0.0%	0
£71 - £75	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.8%	88	6.9%	10	7.3%	6	10.0%	2	3.2%	2	12.2%	10	9.6%	8	3.2%	3	7.9%	7
(Refused)	1.2%	13	1.6%	2	1.0%	1	0.0%	0	2.2%	1	2.6%	2	1.2%	1	1.0%	1	2.5%	2
Mean:	15.75		14.28		14.90		20.24		15.40		17.28		14.48		14.41		19.59	
Weighted base:	1127		148		86		21		48		83		79		91		82	
Sample:	1089		78		73		59		70		84		77		81		68	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q20 Where else do you undertake your 'top-up' food shopping?																	
<i>Those who do top-up shopping at Q16 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Aldi, North Road, Berwick-upon-Tweed	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Main Street, Tweedmouth	3.5%	14	27.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamburgh	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%
Berwick-upon-tweed	1.6%	6	12.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Dicksons Yard, Eyemouth	1.6%	6	12.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, Seahouses	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Wooler	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Newtown Street, Duns	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Roxburgh Street, Kelso	0.8%	3	4.8%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, 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	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shedden Park Road, Kelso	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Loaning Meadows, Berwick-upon-Tweed	0.9%	4	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.6%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	1.7%	7	2.6%	1	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bondgate, Alnwick	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Rothbury	0.1%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Jewellers Wynd, High Street, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Victoria Road, Alnwick	0.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bondgate, Alnwick	1.2%	5	0.0%	0	13.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, South Road, Alnwick	1.9%	8	0.0%	0	18.2%	6	15.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Fenkle Street, Alnwick	0.8%	3	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Willowburn	0.7%	3	3.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Avenue, Alnwick																	
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, North End, Longhoughton	0.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Aldi, Morpeth Road, Ashington	1.9%	7	0.0%	0	0.0%	0	0.0%	0	35.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 38 The Square, Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Guide Post	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Asda, Cowpen Road, Blyth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1 Newcastle Road, Blyth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%
Co-op, 10-12 Station Road, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%
Co-op, Newcastle Road, Newsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Choppington Road, Bedlington	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	8	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Co-op, Avenue Road, Seaton Delaval	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Belsay	0.1%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 15-21 Broadway, Ponteland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Bell Villas, Ponteland	1.6%	6	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	6	0.0%
Sainsburys, Newburn Road, Throckley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Spar, Heddon Service Station, Heddon-on-the-Wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Waitrose, 27 Main Street, Ponteland	2.6%	10	0.0%	0	2.7%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	9	0.0%
Zone 8																	
Co-op, Derwent Street, Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Oakfield Terrace, Prudhoe	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.6%	1
Zone 9																		
Aldi, Haugh Lane Industrial Estate, Hexham	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3-5 Hill Street, Corbridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	2.2%	9	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	3.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	23.1%	6
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Aldi, Cumbrian Road, Cramlington	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	2.4%	9	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	3.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	31.2%	8	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.4%	1	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Blyth	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.8%	7	0.0%	0	2.7%	1	8.9%	1	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	2.5%	10	0.0%	0	0.0%	0	31.7%	3	9.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.8%	3	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	1.2%	5	0.0%	0	0.0%	0	6.7%	1	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.9%	4	0.0%	0	5.1%	2	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	1.1%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 202 Milburn Road, Ashington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Station Road, Ashington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Iceland, Bellway House, Woodhorn Road, Ashington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.4%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-11 Queen Street, Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Widdrington Station, Widdrington Station	0.3%	1	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Queen Street, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aldi, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	0.0%	0	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, Brampton	0.0%	0	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, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Aldi, Front Street, Consett	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Local Shops, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Tesco Express, 32 Durham Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Genesis Way, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Aldi, Whittingehame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Aldi, Cavendish Way, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Fort Retail Park, Edinburgh	0.0%	0	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	0.0%	0	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, Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Aldi, Stamfordham Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0

Column %ges.

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Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	4.5%	1
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1

Column %ges.

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Lidl, Stamfordham Road, Newcastle Upon Tyne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.5%	1
Local Shops, Newcastle upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Local Shops, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Multiyork House, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.3%	1	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.8%	3	0.0%	0	2.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.1%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tyne																		
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
Aldi, Great Lime Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Hadrian Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14-16 Park Avenue, Whitley Bay	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Wideopen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Morrisons, Hillheads Road, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Newcastle Upon Tyne																	
North Shields	0.0%	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Earsdon Road, Shiremoor	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Newstead Drive, Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders																	
Aldi, King Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Currie Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Galashiels																		
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mart Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	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:	395			50		34		9		17		34		27		35		25
Sample:	374			23		25		22		23		32		28		33		19

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mean score: [£]																		
Q21 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q20)?																		
Those who gave a destination at Q20																		
£1 - £5	20.3%	81	33.9%	18	9.0%	3	5.9%	1	7.0%	1	13.1%	4	23.1%	6	27.7%	10	3.6%	1
£6 - £10	21.0%	83	14.1%	7	39.4%	13	31.9%	3	6.8%	1	7.9%	3	25.6%	7	20.5%	7	7.5%	2
£11 - £15	10.2%	41	9.6%	5	10.5%	4	6.7%	1	28.9%	5	15.5%	5	11.2%	3	6.0%	2	20.5%	5
£16 - £20	9.6%	38	2.4%	1	10.9%	4	6.7%	1	0.0%	0	19.4%	7	14.5%	4	11.2%	4	4.5%	1
£21 - £25	5.7%	22	4.9%	3	0.0%	0	3.7%	0	32.0%	5	2.0%	1	5.3%	1	8.6%	3	0.0%	0
£26 - £30	8.0%	32	0.0%	0	18.6%	6	29.3%	3	0.0%	0	4.2%	1	0.0%	0	0.0%	0	16.6%	4
£31 - £35	2.7%	11	4.7%	2	0.0%	0	0.0%	0	6.5%	1	2.0%	1	0.0%	0	0.0%	0	8.4%	2
£36 - £40	3.6%	14	2.9%	1	3.2%	1	3.0%	0	3.0%	1	5.8%	2	5.5%	1	0.0%	0	7.4%	2
£41 - £45	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
£46 - £50	2.8%	11	12.2%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.3%	2	0.0%	0
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
£56 - £60	1.0%	4	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.4%	6	0.0%	0	0.0%	0	3.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	5
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	47	5.3%	3	8.5%	3	9.7%	1	9.2%	2	28.3%	10	11.5%	3	12.7%	4	12.3%	3
(Refused)	0.8%	3	2.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	18.70		23.48		15.89		20.37		21.42		17.92		14.65		20.72		33.30	
Weighted base:	397		52		34		9		17		34		27		35		25	
Sample:	375		24		25		22		23		32		28		33		19	

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q22 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q20)?*Those who gave a destination at Q20*

Daily	0.8%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	16.2%	64	12.0%	6	13.0%	4	10.5%	1	19.7%	3	16.7%	6	22.6%	6	20.4%	7	7.4%	2
At least once a week	36.4%	144	36.0%	19	45.9%	16	38.4%	4	26.0%	4	14.3%	5	37.6%	10	31.3%	11	31.7%	8
At least once a fortnight	21.7%	86	15.9%	8	18.4%	6	32.3%	3	19.8%	3	23.5%	8	22.2%	6	16.5%	6	39.7%	10
At least once a month	15.2%	61	26.8%	14	20.0%	7	15.9%	1	22.1%	4	19.9%	7	2.7%	1	19.3%	7	3.6%	1
At least every two months	2.4%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	1	11.7%	4	6.7%	2	2.8%	1	4.5%	1
Less often	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.5%	26	7.1%	4	2.7%	1	3.0%	0	9.4%	2	14.0%	5	8.2%	2	6.5%	2	13.1%	3
Mean:	1.31		1.25		1.16		1.04		1.34		1.16		1.53		1.36		0.95	
Weighted base:	397		52		34		9		17		34		27		35		25	
Sample:	375		24		25		22		23		32		28		33		19	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where did you last go to buy clothing or footwear goods?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	2.8%	36	25.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.6%	7	1.9%	3	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.5%	6	3.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	1.5%	20	3.4%	5	11.1%	12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	4.4%	55	0.0%	0	9.3%	10	0.0%	0	11.3%	7	1.9%	2	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 5																		
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	53	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.7%	10
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail 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	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.1%	78	0.0%	0	1.6%	2	1.0%	0	16.1%	11	8.7%	7	10.8%	9	1.2%	1	0.0%	0
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	1.1%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.4%	43	0.0%	0	0.0%	0	0.0%	0	2.5%	2	13.6%	12	4.5%	4	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	5.0%	64	0.9%	1	2.5%	3	52.7%	15	7.2%	5	5.9%	5	0.8%	1	0.9%	1	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9
Dalton Park, Murton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieftside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	2.6%	33	18.0%	26	6.6%	7	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	1.6%	20	14.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.7%	9	0.8%	1	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	14.3%	182	3.5%	5	11.1%	12	13.3%	4	3.2%	2	6.4%	5	9.2%	8	22.7%	22	39.6%	39
Metro Park West, Gateshead	0.5%	6	0.0%	0	0.8%	1	0.0%	0	1.6%	1	4.0%	3	0.8%	1	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	7.4%	94	3.5%	5	9.1%	10	0.0%	0	17.1%	11	13.3%	11	7.8%	7	6.3%	6	14.4%	14
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	1.1%	14	1.7%	2	0.0%	0	1.0%	0	0.8%	1	0.8%	1	0.0%	0	3.0%	3	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.6%	7	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	1.0%	13	0.0%	0	0.0%	0	4.5%	1	0.0%	0	1.5%	1	0.0%	0	6.1%	6	3.0%	3
Kingston Retail Park, Newcastle Upon Tyne	1.6%	20	0.0%	0	0.8%	1	2.3%	1	0.0%	0	0.8%	1	1.7%	1	8.7%	8	1.0%	1
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	19.6%	249	11.0%	16	19.1%	21	10.6%	3	20.4%	14	23.2%	20	26.5%	23	37.0%	36	18.2%	18
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	1.2%	1	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.9%	11	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.7%	9	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	1	1.9%	2	0.9%	1	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	7.5%	6	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	1.1%	1	2.2%	2	0.0%	0
Shiremoor	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	4.4%	56	0.0%	0	0.0%	0	3.1%	1	1.6%	1	8.5%	7	25.0%	22	0.9%	1	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Park, Newcastle Upon Tyne																	
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scotland																	
Glasgow	0.2%	2	0.0%	0	0.8%	1	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Gretna Gateway Outlet Village, Gretna	0.3%	3	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scotland	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders																	
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	1.1%	14	3.7%	5	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside																	
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland																	
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Abroad	0.7%	9	0.9%	1	0.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	1273			142		108		28		66		85		86		97		98
Sample:	1280			77		85		80		92		90		90		86		85

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

Q23A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q23)?

Those who gave a UK destination at Q23

Daily	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.2%	1
At least two times a week	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.1%	1	0.0%	0	0.0%	0
At least once a week	5.8%	73	3.8%	5	1.9%	2	10.1%	3	5.0%	3	8.0%	7	8.2%	7	8.8%	8	13.8%	14
At least once a fortnight	5.4%	68	0.9%	1	5.8%	6	5.4%	1	1.5%	1	7.1%	6	8.6%	7	9.0%	9	5.3%	5
At least once a month	27.3%	345	30.0%	42	29.3%	31	18.6%	5	44.4%	29	25.5%	22	27.0%	23	24.7%	24	22.9%	23
At least every two months	14.0%	177	18.7%	26	6.2%	7	10.9%	3	4.2%	3	10.5%	9	13.0%	11	17.2%	17	7.9%	8
At least every 3 months	15.9%	201	12.2%	17	24.5%	26	25.3%	7	10.1%	7	17.0%	14	18.9%	16	14.4%	14	16.2%	16
At least every 6 months	13.2%	167	18.5%	26	15.6%	17	12.9%	4	14.8%	10	11.7%	10	8.8%	8	8.3%	8	14.6%	14
Less often than once every 6 months	6.1%	77	9.5%	13	10.8%	12	6.8%	2	7.0%	5	6.7%	6	2.7%	2	7.8%	8	1.8%	2
Have only visited once	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	1.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	10.9%	138	6.4%	9	5.9%	6	9.9%	3	12.1%	8	7.9%	7	10.0%	9	6.8%	7	16.4%	16
Mean:	12.63		8.41		8.25		12.11		12.58		13.41		15.20		24.66		20.23	
Weighted base:	1263		141		107		27		66		85		86		97		98	
Sample:	1271		76		84		79		92		90		90		86		85	

Q24 How do you normally travel to (LOCATION MENTIONED AT Q23)?

Those who gave a UK destination at Q23

Car / van (as driver)	67.0%	847	68.8%	97	79.6%	85	67.2%	18	60.9%	40	60.2%	51	71.9%	62	68.9%	67	79.3%	78
Car / van (as passenger)	10.2%	129	12.3%	17	4.5%	5	16.4%	4	13.0%	9	14.9%	13	12.2%	10	6.7%	6	6.7%	7
Bus, minibus or coach	13.3%	168	8.2%	12	6.5%	7	10.0%	3	15.2%	10	19.3%	16	13.0%	11	16.1%	16	10.9%	11
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	72	3.7%	5	7.7%	8	2.0%	1	5.6%	4	4.9%	4	0.0%	0	1.9%	2	1.2%	1
Taxi	0.5%	7	1.7%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Train	2.1%	27	5.3%	7	1.0%	1	2.3%	1	1.9%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	1
Metro	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1	4.5%	4	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.7%	1	0.9%	1	0.0%	0	1.0%	1
Weighted base:	1263		141		107		27		66		85		86		97		98	
Sample:	1271		76		84		79		92		90		90		86		85	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Those who gave a UK destination at Q23</i>																		
Yes – food shopping	7.8%	98	5.5%	8	6.0%	6	11.3%	3	0.8%	1	6.9%	6	8.8%	8	9.5%	9	9.1%	9
Yes – non-food shopping	9.0%	114	14.4%	20	4.7%	5	10.3%	3	4.8%	3	1.5%	1	6.4%	6	15.5%	15	12.0%	12
Yes – visiting services such as banks and other financial institutions	0.9%	12	0.0%	0	1.6%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – leisure activity	6.5%	82	10.2%	14	8.2%	9	2.0%	1	12.8%	9	6.2%	5	4.3%	4	4.6%	4	1.9%	2
Yes – travelling to/from work	2.5%	31	2.9%	4	4.1%	4	1.3%	0	1.6%	1	1.7%	1	0.9%	1	5.0%	5	1.9%	2
Yes – travelling to/from school/college/university	0.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes – getting petrol	0.3%	4	0.0%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	17.3%	219	17.2%	24	22.3%	24	6.7%	2	17.7%	12	22.2%	19	15.4%	13	22.7%	22	10.7%	11
Yes – visiting family/friends	5.6%	71	9.3%	13	9.2%	10	10.0%	3	4.3%	3	5.8%	5	3.6%	3	3.0%	3	5.6%	6
Yes – visiting health service such as doctor, dentist, hospital	0.9%	11	2.9%	4	0.9%	1	1.1%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	4	0.0%	0	0.0%	0	2.3%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	47.3%	597	37.6%	53	41.4%	44	46.1%	13	57.2%	38	54.0%	46	59.5%	51	37.8%	37	55.5%	54
(Don't know / varies)	1.5%	19	0.0%	0	0.9%	1	2.4%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	1.3%	1
Weighted base:		1263		141		107		27		66		85		86		97		98
Sample:		1271		76		84		79		92		90		90		86		85

Northumberland Household Survey

for WYG

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q26 Where did you last go to buy books, CDs, DVDs?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	4.0%	19	41.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	1.1%	5	3.3%	1	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	5.3%	25	2.6%	1	36.9%	16	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	6.7%	31	0.0%	0	10.2%	5	8.2%	1	46.8%	7	5.5%	1	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Zone 5																		
Bedlington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.8%	4	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	2.2%	1	2.5%	1	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	9.5%	44	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	3	36.6%	9
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tynedale Retail Park, Hexham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.1%	19	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.9%	1	27.3%	9	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	3.0%	1	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	11.1%	52	0.0%	0	0.0%	0	0.0%	0	12.0%	2	44.1%	12	11.5%	4	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	10.5%	49	0.0%	0	14.4%	6	57.5%	6	7.0%	1	7.5%	2	4.9%	2	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.7%	1
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	1.7%	8	17.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.8%	4	5.4%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1

Column % ges.

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Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	7.8%	36	0.0%	0	4.4%	2	6.1%	1	0.0%	0	9.6%	3	0.0%	0	23.5%	9	41.2%	10
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	4.9%	23	8.2%	4	10.2%	5	0.0%	0	4.4%	1	5.0%	1	0.0%	0	2.5%	1	3.7%	1
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Newcastle Upon Tyne									
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks, Newcastle Upon Tyne									
Kingston Park Centre, Newcastle Upon Tyne	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle	13.7%	64	5.6%	3	3.9%	2	5.4%	1	11.0%
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolsington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North East									
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside									
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mills, Park Lane, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Shields	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Shopping / Leisure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tynemouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.1%	5	5.4%	2	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.4%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.3%	6	2.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	467		45		45		10		14		27		33		38		24	
Sample:	485		27		33		33		22		32		34		32		24	

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

Q26A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q26)?

Those who gave a UK destination at Q26

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.3%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.2%	19	0.0%	0	4.4%	2	10.7%	1	0.0%	0	7.8%	2	2.2%	1	3.0%	1	0.0%	0
At least once a fortnight	4.4%	20	9.5%	4	2.1%	1	2.9%	0	7.3%	1	0.0%	0	0.0%	0	5.4%	2	3.7%	1
At least once a month	20.0%	92	26.2%	12	16.4%	7	19.6%	2	11.0%	2	17.6%	5	14.3%	5	13.4%	5	23.4%	6
At least every two months	9.4%	44	5.4%	2	8.0%	4	11.4%	1	7.5%	1	20.2%	5	4.5%	1	18.7%	7	3.7%	1
At least every 3 months	14.5%	67	11.3%	5	23.3%	10	19.5%	2	18.0%	3	19.8%	5	14.4%	5	15.4%	6	16.7%	4
At least every 6 months	16.6%	76	19.6%	9	20.9%	9	18.9%	2	13.3%	2	2.3%	1	18.4%	6	15.6%	6	17.6%	4
Less often than once every 6 months	12.3%	57	11.3%	5	18.9%	8	11.6%	1	14.5%	2	12.1%	3	27.7%	9	7.4%	3	15.0%	4
Have only visited once	3.6%	17	11.0%	5	0.0%	0	0.0%	0	7.0%	1	2.5%	1	2.7%	1	3.0%	1	3.7%	1
(Don't know / varies)	13.6%	63	5.8%	3	6.0%	3	5.4%	1	17.8%	3	17.6%	5	15.8%	5	18.2%	7	16.2%	4
Mean:	11.62		7.30		7.25		11.25		14.75		10.11		5.15		8.19		6.16	
Weighted base:	461		44		44		10		14		27		33		38		24	
Sample:	479		26		32		33		22		32		34		31		24	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q27 Where did you last go to buy small household goods such as glassware, tableware, jewellery and therapeutic and personal care appliances?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Belford	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	3.0%	23	24.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.6%	4	2.6%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.8%	6	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	1.2%	9	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.6%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	3.3%	25	1.3%	1	26.9%	17	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.1%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.9%	7	0.0%	0	10.2%	7	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	7.0%	53	0.0%	0	7.1%	5	3.9%	1	36.7%	15	6.0%	4	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Choppington																		
Zone 5																		
Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.3%	2
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	8.8%	66	0.0%	0	0.0%	0	2.2%	0	17.8%	7	13.6%	9	13.0%	9	0.0%	0	0.0%	0
Manor Walks Retail Park,	1.1%	8	0.0%	0	0.0%	0	1.7%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Cramlington																		
Manor Walks Shopping Centre, Cramlington	2.2%	16	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	2.2%	1	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	7.7%	58	0.0%	0	2.7%	2	0.0%	0	3.9%	2	20.2%	14	9.4%	6	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.4%	18	0.0%	0	0.0%	0	29.3%	5	4.1%	2	3.2%	2	1.1%	1	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Dalton Park, Murton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	2.0%	15	12.4%	11	5.6%	4	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	1.9%	1	5.0%	2

Column % ges.

Northumberland Household Survey

for WYG

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Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	5.7%	43	0.0%	0	6.2%	4	3.6%	1	0.0%	0	2.1%	1	8.2%	5	15.3%	8	25.7%	11
Metro Park West, Gateshead	1.8%	13	0.0%	0	1.4%	1	2.2%	0	0.0%	0	0.0%	0	4.5%	3	3.7%	2	2.3%	1
Metro Retail Park, Gateshead	4.6%	35	0.0%	0	10.0%	6	3.6%	1	6.7%	3	2.0%	1	7.2%	5	5.8%	3	11.7%	5
Newcastle Gateshead - Ikea, Gateshead	1.1%	8	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	1	2.7%	1
Other, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Gosforth	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Intu Eldon Square, Newcastle Upon Tyne	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	2	0.0%	0
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	2.7%	1
Kingston Retail Park, Newcastle Upon Tyne	1.7%	13	1.4%	1	0.0%	0	2.2%	0	0.0%	0	1.0%	1	0.0%	0	11.5%	6	2.3%	1
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	16.9%	128	9.7%	9	15.4%	10	33.0%	5	20.0%	8	28.4%	19	20.1%	13	31.2%	16	15.8%	7
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	3.7%	2	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	5.9%	4	0.0%	0	0.0%	0
Longbenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.6%	12	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.8%	3	2.2%	1	2.1%	1

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	1.8%	13	0.0%	0	0.0%	0	3.5%	1	1.3%	1	1.2%	1	10.0%	7	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.8%	13	9.6%	9	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Homebase, Peel Retail Park, Sunderland Highway District 1, Washington	0.0%	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, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber																	
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.7%	5	2.9%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	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:	755			92		64		16		41		68		66		51	
Sample:	751			53		55		43		55		69		63		47	

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

Q27A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q27)?

Those who gave a UK destination at Q27

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	2.9%	22	0.0%	0	3.4%	2	2.4%	0	6.6%	3	3.8%	3	5.9%	4	4.2%	2	2.1%
At least once a fortnight	2.5%	19	1.4%	1	4.3%	3	0.0%	0	3.0%	1	3.8%	3	2.3%	1	0.0%	0	5.4%
At least once a month	10.4%	78	10.1%	9	6.9%	4	9.6%	2	12.7%	5	10.9%	7	21.1%	14	7.9%	4	4.4%
At least every two months	8.8%	66	11.7%	11	10.0%	6	7.1%	1	12.7%	5	4.1%	3	8.6%	6	11.2%	6	9.2%
At least every 3 months	15.2%	114	30.1%	27	11.2%	7	3.6%	1	11.2%	4	19.3%	13	18.9%	12	20.6%	10	7.5%
At least every 6 months	19.6%	147	24.2%	22	24.0%	15	30.6%	5	17.6%	7	17.1%	12	10.6%	7	22.6%	11	4.8%
Less often than once every 6 months	17.6%	132	12.5%	11	17.7%	11	35.9%	6	10.6%	4	9.1%	6	21.4%	14	11.4%	6	30.7%
Have only visited once	1.6%	12	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%
(Don't know / varies)	21.5%	161	10.0%	9	19.7%	13	10.9%	2	25.8%	10	29.9%	20	11.2%	7	20.2%	10	35.7%
Mean:	6.68			4.55		6.72		4.41		9.94		8.17		8.91		6.52	
Weighted base:	749			90		64		16		40		68		66		50	
Sample:	745			51		55		43		53		69		63		46	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q28 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?																	
Excl. nulls, markets & SFT's																	
Zone 1																	
Belford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	5.8%	33	42.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.5%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	2.0%	11	14.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.4%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	3.9%	22	1.6%	1	31.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.8%	5	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.8%	5	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	7.3%	41	0.0%	0	3.8%	2	0.0%	0	14.7%	3	12.2%	5	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Zone 5																		
Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.1%	2
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.1%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.3%	30	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	3	6.9%	2
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	5.7%	33	0.0%	0	0.0%	0	0.0%	0	14.5%	3	7.1%	3	19.8%	9	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Manor Walks Shopping Centre, Cramlington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	5.3%	2	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	3.1%	18	0.0%	0	2.3%	1	41.1%	3	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Dalton Park, Murton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	2.4%	14	17.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.6%	3	3.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

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August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	7.3%	41	0.0%	0	5.8%	3	23.2%	2	2.5%	1	13.8%	5	4.1%	2	6.9%	3	30.2%	9
Metro Park West, Gateshead	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	5
Metro Retail Park, Gateshead	6.1%	35	0.0%	0	2.0%	1	0.0%	0	25.2%	5	5.0%	2	0.0%	0	2.2%	1	21.2%	6
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.4%	8	0.0%	0	0.0%	0	3.8%	0	4.8%	1	0.0%	0	0.0%	0	2.2%	1	3.9%	1
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.6%	4	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Kingston And Belvedere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	8	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	13.1%	74	3.1%	2	12.4%	6	11.7%	1	15.1%	3	15.1%	6	20.1%	9	32.5%	13	9.2%	3
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	2.1%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	5.7%	3	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.0%	0	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, Outside Study Area - North Tyneside	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	9.1%	52	0.0%	0	0.0%	0	4.1%	0	4.8%	1	28.4%	11	23.2%	10	4.6%	2	0.0%	0

Column %ges.

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	10	3.3%	3	15.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	568		77		46		7		22		40		45		41		29	
Sample:	508		39		34		22		30		32		39		37		25	

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

Q28A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q28)?

Those who gave a UK destination at Q28

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
At least once a week	3.3%	18	0.0%	0	10.1%	5	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0	3.1%	1
At least once a fortnight	3.5%	20	11.5%	9	0.0%	0	0.0%	0	8.0%	2	0.0%	0	9.9%	4	5.0%	2	0.0%	0
At least once a month	9.6%	54	1.9%	1	5.9%	3	28.3%	2	14.4%	3	10.2%	4	12.1%	5	12.1%	5	6.4%	2
At least every two months	8.2%	47	4.8%	4	7.9%	4	3.8%	0	2.5%	1	5.0%	2	5.3%	2	5.0%	2	26.5%	8
At least every 3 months	16.6%	94	24.5%	19	4.4%	2	24.2%	2	20.1%	4	20.3%	8	8.7%	4	22.0%	9	13.1%	4
At least every 6 months	20.5%	116	16.1%	12	17.2%	8	26.6%	2	30.0%	6	39.2%	16	32.8%	15	9.4%	4	6.1%	2
Less often than once every 6 months	25.4%	144	32.6%	25	40.9%	18	17.2%	1	17.3%	4	8.5%	3	15.4%	7	24.6%	10	24.3%	7
Have only visited once	2.2%	12	0.0%	0	3.9%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	6.9%	3	0.0%	0
(Don't know / varies)	10.5%	60	8.7%	7	9.8%	4	0.0%	0	7.8%	2	11.8%	5	7.1%	3	15.1%	6	17.5%	5
Mean:		6.61		5.62		8.13		5.29		5.99		3.64		10.75		5.13		13.60
Weighted base:		567		77		45		7		22		40		45		41		29
Sample:		507		39		33		22		30		32		39		37		25

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q29 Where did you last go to buy chemist goods (including health and beauty products)?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Belford	0.3%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	6.5%	90	47.7%	89	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.5%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	2.0%	28	14.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	1.2%	17	8.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	2.2%	30	9.2%	17	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.5%	7	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	5.5%	75	4.1%	8	50.7%	62	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.5%	7	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	1.5%	21	0.0%	0	14.5%	18	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	8.6%	119	0.0%	0	0.0%	0	0.0%	0	57.2%	37	5.6%	5	0.0%	0	0.0%	0	0.0%
Guide Post	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Zone 5																		
Bedlington	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.8%	1	14.3%	14	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.3%	6	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Dudley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Seaton Delaval	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.0%	0
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Seghill	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	19	0.0%	0
Throckley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0
Wideopen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	23
Stocksfield	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	10.9%	11
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.5%	7	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.4%	88	0.0%	0	0.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	10.5%	11
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	9.0%	123	0.0%	0	0.0%	0	0.9%	0	8.2%	5	10.7%	10	28.1%	26	1.9%	2	0.0%	0
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	3	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	10.9%	150	0.0%	0	0.0%	0	0.0%	0	3.3%	2	40.5%	39	9.3%	9	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	7.8%	108	0.7%	1	1.4%	2	61.4%	18	4.9%	3	7.0%	7	0.8%	1	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	13
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	3.3%	46	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	1	0.0%	0	12.1%	12	22.3%	22
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.7%	10	0.0%	0	0.7%	1	0.0%	0	3.4%	2	1.4%	1	0.0%	0	1.9%	2	1.9%	2
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	2	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

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August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.8%	11	0.0%	0	0.0%	0	2.9%	1	1.6%	1	0.0%	0	0.8%	1	6.9%	7	1.1%	1
Kingston Retail Park, Newcastle Upon Tyne	1.5%	21	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.1%	2	0.0%	0	13.6%	14	1.0%	1
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	3.4%	46	0.0%	0	3.1%	4	3.3%	1	5.0%	3	1.3%	1	7.4%	7	16.2%	16	5.0%	5
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	8.1%	8	0.9%	1	0.0%	0
Longbenton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.0%	0	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	1.8%	24	0.0%	0	0.0%	0	0.9%	0	0.8%	1	4.9%	5	10.2%	10	0.0%	0	0.0%	0

Column %ges.

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Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.7%	8	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	13	2.0%	4	7.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	1373		186		122		29		65		96		93		99		100	
Sample:	1361		96		95		85		94		96		95		89		87	

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

Q29A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q29)?

Those who gave a UK destination at Q29

Daily	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.9%	2
At least once a week	17.2%	236	17.1%	31	22.6%	28	13.2%	4	17.6%	11	22.8%	22	24.6%	23	24.4%	24	12.2%	12
At least once a fortnight	14.7%	201	20.0%	37	17.3%	21	23.4%	7	24.2%	16	13.0%	12	10.5%	10	9.9%	10	13.6%	14
At least once a month	38.4%	527	39.9%	74	34.9%	42	30.5%	9	31.9%	21	30.2%	29	43.8%	41	35.8%	36	39.1%	39
At least every two months	7.7%	105	6.8%	13	6.7%	8	7.1%	2	8.3%	5	11.3%	11	3.3%	3	6.8%	7	12.8%	13
At least every 3 months	5.4%	74	4.9%	9	2.2%	3	8.5%	2	0.8%	1	4.9%	5	2.5%	2	5.7%	6	4.8%	5
At least every 6 months	2.4%	33	0.8%	1	1.4%	2	6.1%	2	0.8%	1	3.5%	3	4.2%	4	2.8%	3	5.5%	5
Less often than once every 6 months	0.8%	11	1.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Have only visited once	0.2%	3	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.4%	170	8.3%	15	15.0%	18	7.0%	2	15.6%	10	13.6%	13	10.4%	10	12.7%	13	10.2%	10
Mean:	22.55		21.26		24.63		26.48		23.49		24.50		23.61		25.53		21.72	
Weighted base:	1371		184		122		29		65		96		93		99		100	
Sample:	1359		95		95		85		94		96		95		89		87	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q30 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	2.2%	19	13.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.8%	7	3.3%	4	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	8.6%	74	62.1%	72	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	2.3%	19	0.0%	0	20.4%	13	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	1.3%	11	0.0%	0	9.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.8%	7	0.0%	0	2.9%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	4.0%	35	0.0%	0	0.0%	0	3.7%	1	23.4%	9	1.3%	1	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey
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Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Zone 5																		
Bedlington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	6
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.4%	46	0.0%	0	1.4%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	7.2%	62	0.0%	0	0.0%	0	0.0%	0	4.7%	2	14.0%	9	11.9%	7	1.9%	1	0.0%	0
Manor Walks Retail Park, Cramlington	4.0%	34	0.0%	0	0.0%	0	2.3%	0	2.7%	1	5.7%	4	4.1%	2	3.8%	2	0.0%	0

Column % ges.

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.5%	30	0.0%	0	0.0%	0	0.0%	0	3.1%	1	7.5%	5	3.7%	2	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	12	0.0%	0	1.7%	1	21.1%	3	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.2%	2	0.0%	0	1.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	7
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	0.8%	7	3.2%	4	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Gateshead - Costco,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	

Column % ges.

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Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	2.4%	21	0.0%	0	1.5%	1	3.8%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0	20.2%	10
Metro Park West, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Metro Retail Park, Gateshead	1.6%	13	0.0%	0	2.8%	2	0.0%	0	7.0%	3	1.1%	1	0.0%	0	4.6%	3	4.1%	2
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.2%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	6.5%	4	1.6%	1	6.1%	3
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	1.3%	11	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.3%	1

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	1.0%	9	0.0%	0	0.0%	0	8.8%	1	2.8%	1	0.0%	0	0.0%	0	3.8%	2	4.1%	2
Kingston Retail Park, Newcastle Upon Tyne	3.7%	32	1.1%	1	0.0%	0	9.9%	1	0.0%	0	8.6%	5	2.8%	2	16.5%	10	1.8%	1
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	13.4%	115	2.1%	2	11.8%	7	27.7%	4	19.7%	8	10.0%	6	11.8%	7	37.1%	22	18.4%	9
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	1.8%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.4%	3	3.8%	2	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	17.6%	151	0.0%	0	10.3%	6	2.3%	0	19.3%	7	40.9%	25	36.1%	21	6.5%	4	0.0%	0

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.3%	2	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.5%	13	4.2%	5	13.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.6%	5	2.7%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	857		116		62		15		38		62		59		59		49	
Sample:	883		63		55		43		59		61		64		54		48	

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

Q30A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q30)?

Those who gave a UK destination at Q30

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
At least once a week	0.4%	3	0.0%	0	1.8%	1	0.0%	0	1.4%	1	1.0%	1	1.7%	1	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	1.7%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.4%	1	2.1%	1	0.0%	0
At least every two months	1.7%	15	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
At least every 3 months	3.7%	32	8.7%	10	4.4%	3	1.8%	0	1.7%	1	2.4%	1	12.8%	8	1.9%	1	3.9%	2
At least every 6 months	9.4%	80	10.7%	12	5.8%	4	11.3%	2	4.1%	2	7.4%	5	20.1%	12	11.3%	7	8.1%	4
Less often than once every 6 months	55.0%	471	44.2%	51	54.8%	33	74.9%	11	71.8%	28	25.5%	16	41.3%	25	46.7%	28	53.7%	26
Have only visited once	3.0%	26	6.7%	8	0.0%	0	0.0%	0	8.3%	3	2.1%	1	3.7%	2	1.6%	1	2.0%	1
(Don't know / varies)	24.6%	210	21.0%	24	33.2%	20	11.9%	2	11.4%	4	61.7%	38	13.9%	8	36.4%	22	32.3%	16
<i>Mean:</i>	2.93		7.32		2.63		1.19		1.99		2.68		6.77		1.60		1.26	
Weighted base:	856		116		61		15		38		62		59		59		49	
Sample:	882		63		54		43		59		61		64		54		48	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31 Where did you last go to buy DIY goods?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	0.9%	9	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.4%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	5.6%	54	43.2%	51	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.5%	5	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	1.0%	10	8.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	1.7%	16	1.1%	1	16.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	5.8%	56	3.4%	4	38.2%	33	21.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.7%	6	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.7%	7	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	4.0%	39	0.0%	0	5.2%	5	10.9%	2	25.0%	11	2.5%	1	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.2%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Zone 5																	
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.3%	5	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9																	
Corbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	4.0%	38	0.0%	0	1.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	3.4%	33	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.1%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail 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	0.0%
Matthew Charlton, Station Road, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Alemouth Road, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail 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	0.0%
Zone 10																	
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11																	
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Cramlington	1.9%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.8%	3	1.1%	1	0.0%	0	0.0%
Manor Walks Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Manor Walks Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	2.1%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.8%	3	2.0%	1	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	6.3%	61	0.0%	0	0.0%	0	2.7%	1	3.4%	2	15.3%	9	1.0%	1	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.1%	11	0.0%	0	1.0%	1	15.9%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	15.6%	151	0.0%	0	0.0%	0	12.9%	3	57.6%	26	23.9%	14	1.2%	1	1.5%	1	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
London Road Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Bampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Bampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Consett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieftside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	0.9%	8	6.5%	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, Edinburgh	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.9%	9	0.0%	0	1.0%	1	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	1.5%	1
Team Valley Shopping Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	1.5%	1
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	12.4%	120	5.4%	6	6.2%	5	8.6%	2	1.2%	1	10.3%	6	5.1%	4	48.4%	37	37.6%	29
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.9%	9	0.0%	0	0.0%	0	1.3%	0	2.4%	1	1.2%	1	1.2%	1	8.1%	6	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Newcastle Upon Tyne																		
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.7%	7	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	1.1%	11	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.2%	1	2.0%	1	7.4%	6	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	2
Newcastle Shopping Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	3.1%	2	0.0%	0	1.5%	1
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.7%	3	1.5%	1
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	6.5%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	47.4%	35	2.4%	2	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	2.9%	28	0.0%	0	0.0%	0	1.6%	0	0.0%	0	5.8%	3	16.0%	12	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	1.4%	14	8.6%	10	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.6%	5	3.2%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.3%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	967			118		87		21		45		58		73		77		77
Sample:	966			61		66		59		67		57		71		66		72

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

Q31A How often do you make shopping trips for DIY goods (DESTINATION MENTIONED AT Q31)?

Those who gave a UK destination at Q31

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
At least once a week	2.8%	27	7.7%	9	2.5%	2	1.3%	0	2.4%	1	2.3%	1	1.0%	1	2.5%	2	1.5%	1
At least once a fortnight	4.3%	42	2.4%	3	9.5%	8	2.9%	1	3.6%	2	1.1%	1	2.5%	2	0.0%	0	7.5%	6
At least once a month	12.1%	117	14.7%	17	19.7%	17	16.4%	4	13.2%	6	16.0%	9	3.3%	2	11.2%	9	8.9%	7
At least every two months	7.6%	74	4.2%	5	6.3%	5	12.5%	3	2.4%	1	12.0%	7	8.6%	6	10.6%	8	6.7%	5
At least every 3 months	13.1%	126	21.2%	25	9.1%	8	17.7%	4	11.4%	5	7.7%	4	11.5%	8	10.4%	8	16.0%	12
At least every 6 months	19.5%	188	20.6%	24	17.0%	15	18.6%	4	22.5%	10	12.4%	7	30.9%	23	14.3%	11	14.5%	11
Less often than once every 6 months	18.9%	182	14.8%	17	11.9%	10	22.5%	5	16.0%	7	15.0%	9	22.4%	16	19.7%	15	19.0%	15
Have only visited once (Don't know / varies)	0.7%	7	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.2%	1	2.0%	1	1.2%	1	0.0%	0
	20.6%	199	14.4%	17	23.1%	20	8.0%	2	25.1%	11	32.3%	19	16.6%	12	30.1%	23	25.9%	20
Mean:		8.39		9.42		9.50		5.94		15.74		7.10		7.14		5.99		7.15
Weighted base:		967		118		87		21		45		58		73		77		77
Sample:		966		61		66		59		67		57		71		66		72

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q32 Where did you last go to buy furniture, carpets and floor coverings?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	6.2%	53	40.2%	51	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.7%	6	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.9%	8	5.0%	6	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.8%	7	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	4.0%	34	3.1%	4	41.6%	26	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.2%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	6.9%	59	0.0%	0	0.0%	0	16.2%	2	34.2%	14	6.7%	4	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Zone 5																		
Bedlington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	4.6%	3	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.0%	43	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	11.5%	7
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail 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	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.9%	33	0.0%	0	0.0%	0	1.8%	0	2.5%	1	9.0%	6	6.9%	4	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.7%	6	1.8%	1	0.0%	0

Column % ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Manor Walks Shopping Centre, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.4%	54	0.0%	0	0.0%	0	0.0%	0	2.5%	1	23.8%	15	3.2%	2	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	1.4%	1	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	14	0.9%	1	1.7%	1	12.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	1.3%	11	0.0%	0	0.0%	0	2.3%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	1.1%	10	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hermiston Retail Park, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.0%	0	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, Outside Study Area - County Durham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	3.1%	27	18.2%	23	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	1
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	4.2%	35	0.0%	0	4.2%	3	1.8%	0	0.0%	0	1.1%	1	11.0%	6	1.5%	1	5.1%	3
Metro Park West, Gateshead	3.6%	30	0.0%	0	1.7%	1	2.3%	0	1.3%	1	0.0%	0	5.2%	3	1.5%	1	22.3%	13
Metro Retail Park, Gateshead	8.0%	68	0.0%	0	5.6%	4	0.0%	0	16.0%	7	10.6%	7	19.1%	11	6.0%	4	5.4%	3
Newcastle Gateshead - Ikea, Gateshead	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	1.8%	1	1.9%	1
Other, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.3%	11	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	4	4.8%	3
Tyne Bridge Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	1.6%	14	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.3%	2	0.0%	0	0.0%	0	2.3%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.5%	1

Column % ges.

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Newcastle Upon Tyne																		
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.9%	8	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	12.1%	103	5.3%	7	7.1%	4	32.6%	5	13.0%	5	14.9%	9	16.6%	9	28.1%	18	12.1%	7
Newcastle Shopping Park, Newcastle Upon Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.4%	4	0.0%	0	1.4%	1	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Benton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	7.7%	5	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	4.6%	39	0.0%	0	8.6%	5	0.0%	0	7.7%	3	4.4%	3	4.0%	2	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	4	2.0%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.3%	3	0.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	848		126		63		15		41		62		57		63		58	
Sample:	822		66		52		40		62		63		54		55		49	

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

Q32A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q32)?

Those who gave a UK destination at Q32

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	1.4%	1	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.8%	15	0.9%	1	3.2%	2	3.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	3.9%	33	5.0%	6	1.4%	1	3.7%	1	5.5%	2	7.8%	5	5.8%	3	3.1%	2	3.5%	2
Less often than once every 6 months	66.9%	566	75.9%	96	52.8%	33	82.3%	12	80.4%	33	39.4%	24	58.4%	33	49.8%	31	71.4%	42
Have only visited once	4.9%	42	2.0%	3	1.7%	1	3.7%	1	6.2%	3	9.6%	6	22.7%	13	6.1%	4	3.2%	2
(Don't know / varies)	22.0%	186	16.2%	20	39.2%	24	6.6%	1	7.9%	3	35.7%	22	11.7%	7	41.0%	26	21.9%	13
Mean:		1.21		1.07		2.59		1.12		0.99		2.00		0.98		0.95		1.00
Weighted base:		847		126		62		15		41		62		57		63		58
Sample:		821		66		51		40		62		63		54		55		49

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q33 Where did you last go to buy gardening goods?																	
<i>Excl. nulls, markets & SFT's</i>																	
Zone 1																	
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	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	2.0%	21	14.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	1.6%	17	12.2%	16	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Eyemouth	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	1.0%	10	1.1%	1	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	3.4%	35	26.1%	34	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	1.4%	15	4.2%	6	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.4%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	1.0%	10	7.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	1.1%	11	8.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.7%	8	3.8%	5	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick	2.4%	25	1.9%	2	16.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Willowburn Avenue, Alnwick	5.4%	56	2.1%	3	36.4%	41	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Heighley Gate, A Wyevale Garden Centre, Morpeth	8.3%	86	3.3%	4	7.4%	8	50.0%	14	9.8%	5	12.0%	7	0.0%	0	1.2%	1	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.1%	1	0.0%	0	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.4%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	5.3%	55	0.0%	0	0.0%	0	4.6%	1	26.8%	13	2.2%	1	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Zone 5																	
Bedlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Dobbies, Street House Farm, Ponteland	1.3%	14	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%
Heddon-on-the-wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.9%	2	0.0%	0	0.0%
Ponteland	2.6%	27	1.0%	1	1.0%	1	5.6%	2	0.0%	0	5.2%	3	2.0%	1	15.3%	12	1.7%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	1.4%
Prudhoe	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%
Wylam	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%
Wylam Nurseries, Wylam	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.4%
Zone 9																	
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	2.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%
Harlings Garden Centre, Bridge End, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	5.7%	60	0.0%	0	0.8%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	7.3%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	1.5%	15	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	1.7%
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10																	
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11																	
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	4.2%	43	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.8%	4	12.4%	9	0.0%	0	0.0%
Cramlington	4.2%	44	0.0%	0	0.0%	0	0.0%	0	6.9%	3	11.4%	7	11.3%	8	2.7%	2	0.0%
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

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Manor Walks Shopping Centre, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.9%	41	0.0%	0	0.0%	0	0.0%	0	3.6%	2	9.3%	5	4.9%	4	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	4.2%	44	0.0%	0	0.0%	0	0.0%	0	2.2%	1	13.7%	8	3.0%	2	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	4.6%	48	5.8%	8	9.0%	10	12.1%	3	10.4%	5	1.4%	1	1.0%	1	0.0%	0	3.1%	2
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Asda, Lintonville Terrace, Ashington	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	5.4%	56	0.0%	0	0.0%	0	0.0%	0	23.0%	11	10.3%	6	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																		
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
B&Q, Hermiston Retail Park, Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - County Durham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																		
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.2%	3
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunnyside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Gateshead - Costco,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Gateshead																		
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	3.0%	31	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.2%	1	1.0%	1	17.4%	14	6.3%	4
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	1.0%	11	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	12.4%	10	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.2%	3	2.4%	2	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.2%	4	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.4%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Newcastle Upon Tyne																		
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																		
Kingston Park Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.7%	2	1.7%	1
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
B&Q Middle Engine Lane, North Shields	2.6%	27	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	28.6%	21	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.8%	3	5.0%	4	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Park, Newcastle Upon Tyne																		
Station Road Retail Park, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	0.0%	0	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	3	1.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
B&Q, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Sunderland Highway District 1, Washington																		
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	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:	1039		132		112		27		47		59		75		79		65	
Sample:	1081		72		83		79		72		64		77		75		66	

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

Q33A How often do you make shopping trips for gardening goods to (DESTINATION MENTIONED AT Q33)?

Those who gave a UK destination at Q33

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
At least once a week	3.7%	38	6.2%	8	3.1%	4	6.6%	2	2.2%	1	4.4%	3	4.4%	3	1.1%	1	6.2%	4
At least once a fortnight	5.8%	60	4.0%	5	4.1%	5	8.1%	2	5.6%	3	5.5%	3	1.0%	1	12.7%	10	4.6%	3
At least once a month	16.2%	168	15.5%	20	17.1%	19	21.7%	6	9.2%	4	13.6%	8	12.3%	9	23.2%	18	15.4%	10
At least every two months	7.7%	80	7.8%	10	7.4%	8	10.8%	3	6.8%	3	6.2%	4	5.1%	4	9.9%	8	9.8%	6
At least every 3 months	14.1%	147	16.7%	22	13.6%	15	8.2%	2	10.6%	5	9.8%	6	16.3%	12	16.7%	13	17.9%	12
At least every 6 months	19.2%	200	19.1%	25	25.9%	29	23.1%	6	33.9%	16	15.4%	9	18.7%	14	15.0%	12	17.6%	12
Less often than once every 6 months	18.5%	193	19.9%	26	12.3%	14	7.8%	2	12.5%	6	24.3%	14	34.0%	25	11.5%	9	11.2%	7
Have only visited once	1.1%	11	0.0%	0	0.0%	0	5.4%	1	2.1%	1	2.2%	1	1.0%	1	2.5%	2	1.7%	1
(Don't know / varies)	13.5%	140	10.9%	14	16.4%	18	8.3%	2	17.0%	8	18.6%	11	6.3%	5	7.4%	6	15.5%	10
<i>Mean:</i>		8.42		8.78		7.63		10.55		6.43		8.19		8.22		9.02		9.51
Weighted base:		1039		132		112		27		47		59		75		79		65
Sample:		1081		72		83		79		72		64		77		75		66

Q34 Do you EVER visit any of the following centres? [MR/PR]

Alnwick Town Centre	33.7%	510	33.5%	66	76.3%	102	56.3%	19	36.9%	26	29.3%	29	24.9%	25	28.1%	31	26.1%	30
Amble District Centre	18.7%	282	5.9%	11	18.3%	25	21.6%	7	31.6%	22	20.1%	20	16.2%	16	20.8%	23	9.1%	10
Ashington Town Centre	29.4%	444	8.5%	17	30.1%	40	41.1%	14	84.7%	60	38.9%	39	11.6%	11	11.0%	12	2.8%	3
Bedlington District Centre	11.9%	180	0.7%	1	1.3%	2	2.7%	1	39.8%	28	58.1%	58	8.5%	8	5.3%	6	1.0%	1
Berwick-upon-Tweed Town Centre	25.0%	377	96.9%	190	49.5%	67	18.6%	6	15.2%	11	12.0%	12	14.8%	15	14.3%	16	8.7%	10
Blyth Town Centre	33.2%	501	0.7%	1	9.4%	13	7.7%	3	50.1%	36	65.5%	65	60.9%	60	16.8%	18	8.6%	10
Cramlington Town Centre	53.3%	805	4.2%	8	28.7%	39	58.1%	20	81.2%	58	94.9%	94	95.2%	94	49.7%	54	6.2%	7
Haltwhistle District Centre	7.2%	109	0.0%	0	0.0%	0	2.0%	1	2.9%	2	0.6%	1	1.5%	1	9.1%	10	8.1%	9
Hexham Town Centre	34.0%	515	7.4%	15	21.1%	28	33.2%	11	19.1%	14	20.5%	20	27.5%	27	58.9%	64	83.2%	94
Morpeth Town Centre	57.3%	866	22.6%	44	73.3%	98	94.6%	32	89.6%	64	77.6%	77	47.3%	47	50.3%	55	35.7%	41
Ponteland District Centre	15.1%	228	7.3%	14	8.3%	11	39.3%	13	3.7%	3	9.2%	9	14.5%	14	68.4%	75	17.9%	20
Prudhoe District Centre	10.1%	152	0.0%	0	0.0%	0	0.8%	0	2.9%	2	1.3%	1	1.0%	1	14.2%	16	75.2%	85
(Don't visit ANY of these centres)	2.7%	41	2.5%	5	4.6%	6	0.9%	0	2.2%	2	1.7%	2	2.2%	2	12.4%	14	7.8%	9
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35 Which centre do you visit the most?																		
<i>Those who visit a centre at Q34</i>																		
Alnwick Town Centre	7.8%	114	10.8%	21	55.5%	71	5.4%	2	0.7%	1	0.0%	0	0.8%	1	1.9%	2	0.9%	1
Amble District Centre	1.1%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ashington Town Centre	9.0%	132	0.7%	1	1.4%	2	1.9%	1	39.8%	28	7.7%	8	0.0%	0	0.9%	1	1.1%	1
Bedlington District Centre	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	12	0.0%	0	0.9%	1	0.0%	0
Berwick-upon-Tweed Town Centre	13.1%	192	86.4%	165	19.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Blyth Town Centre	7.7%	114	0.0%	0	0.7%	1	0.0%	0	4.0%	3	19.1%	19	11.3%	11	1.0%	1	0.0%	0
Cramlington Town Centre	21.0%	309	0.0%	0	2.2%	3	2.5%	1	19.1%	13	35.1%	34	80.5%	78	19.5%	19	0.0%	0
Haltwhistle District Centre	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	13.5%	198	0.0%	0	2.7%	4	8.4%	3	0.7%	1	0.0%	0	1.5%	1	21.9%	21	43.8%	46
Morpeth Town Centre	17.1%	251	1.5%	3	16.1%	21	75.6%	25	34.2%	24	24.9%	24	3.5%	3	10.3%	10	5.6%	6
Ponteland District Centre	3.2%	47	0.7%	1	1.5%	2	6.3%	2	0.0%	0	0.7%	1	1.6%	2	40.5%	39	0.0%	0
Prudhoe District Centre	3.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	48.5%	51
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1470		191		128		33		70		97		96		96		105
Sample:		1471		99		97		99		99		99		99		89		91

Q36 What is the MAIN reason you visit the (CENTRE MENTIONED AT Q35) instead of other centres?*Those who visit a centre at Q34*

Choice and range of shops	20.5%	301	9.2%	18	22.0%	28	14.2%	5	29.2%	20	32.1%	31	20.6%	20	20.5%	20	14.2%	15
Choice of leisure facilities (restaurants, pubs etc)	1.7%	25	3.3%	6	1.4%	2	0.0%	0	1.5%	1	1.3%	1	1.5%	1	9.4%	9	0.9%	1
Choice of services (hairdressers, banks etc)	1.6%	23	0.7%	1	1.3%	2	4.4%	1	3.0%	2	0.6%	1	1.5%	1	3.3%	3	2.9%	3
Close to home	55.3%	813	67.9%	130	59.0%	76	60.5%	20	38.1%	26	34.0%	33	59.7%	57	46.6%	45	52.3%	55
Close to work	2.9%	42	1.3%	3	0.7%	1	3.5%	1	3.9%	3	9.7%	9	4.0%	4	2.0%	2	6.6%	7
Convenient car parking (i.e. easy to park)	1.5%	22	2.8%	5	0.7%	1	2.5%	1	1.7%	1	2.8%	3	0.9%	1	1.2%	1	0.9%	1
Easily accessible by car	0.7%	11	1.3%	2	1.4%	2	1.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	1	0.9%	1
Easily accessible by foot / cycle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	1.7%	24	2.0%	4	3.4%	4	2.8%	1	1.7%	1	6.1%	6	2.3%	2	2.1%	2	0.0%	0
Environmental quality of centre (i.e. clean / attractive environment)	2.6%	38	1.5%	3	0.8%	1	0.0%	0	6.8%	5	2.0%	2	2.4%	2	2.9%	3	8.1%	8
Good disabled access	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops are close together	0.8%	11	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.9%	1
Good market	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Low prices / good value	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Nice atmosphere / friendly people	1.8%	26	1.2%	2	2.2%	3	3.9%	1	0.0%	0	0.6%	1	1.5%	1	5.0%	5	1.7%	2
Parking is cheap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Visit preferred supermarket operator	1.2%	17	1.3%	2	1.5%	2	1.0%	0	2.2%	2	0.8%	1	0.0%	0	1.0%	1	0.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	1.1%	16	2.8%	5	0.0%	0	1.9%	1	1.0%	1	2.0%	2	1.7%	2	1.2%	1	0.9%	1
For a day trip	0.7%	11	1.3%	2	1.3%	2	0.0%	0	1.6%	1	1.3%	1	0.0%	0	1.9%	2	1.8%	2
Good quality shops	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To support local business	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	4.1%	61	3.4%	6	3.5%	5	3.4%	1	4.6%	3	0.6%	1	1.5%	1	0.0%	0	6.4%	7
Weighted base:		1470		191		128		33		70		97		96		96		105
Sample:		1471		99		97		99		99		99		99		89		91

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q37A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? First mention:																		
<i>Those who visit a centre at Q34</i>																		
Increased choice and range of shops	23.6%	346	27.5%	53	23.5%	30	20.8%	7	18.5%	13	24.6%	24	10.1%	10	7.4%	7	29.2%	31
Discount foodstores within the town centre	0.2%	4	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Improved non-food shops within the town centre	0.9%	13	2.7%	5	1.3%	2	3.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Improved leisure facilities	1.5%	22	1.9%	4	0.0%	0	0.0%	0	6.8%	5	0.6%	1	0.8%	1	1.2%	1	0.9%	1
Improved quality of shops	2.6%	38	7.1%	14	0.7%	1	1.0%	0	4.5%	3	2.3%	2	0.8%	1	0.0%	0	3.8%	4
More parking	11.0%	162	16.3%	31	3.5%	4	6.2%	2	4.6%	3	2.8%	3	7.9%	8	10.7%	10	7.7%	8
Cheaper parking	0.8%	12	1.3%	2	0.7%	1	0.9%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.0%	15	0.0%	0	0.0%	0	1.0%	0	2.3%	2	0.0%	0	2.3%	2	3.1%	3	0.9%	1
Cheaper public transport	0.6%	8	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better environment	3.1%	46	3.9%	7	1.3%	2	0.0%	0	0.7%	1	0.6%	1	0.8%	1	3.3%	3	8.4%	9
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	2	0.0%	0	1.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.3%	19	0.0%	0	0.8%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.2%	1	1.7%	2
More independent shops	0.7%	11	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.2%	2	0.0%	0
Less congestion	1.2%	18	0.7%	1	1.5%	2	1.9%	1	0.0%	0	2.3%	2	1.0%	1	1.9%	2	0.0%	0
More pedestrianised areas	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fewer vacant shops	0.7%	10	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Better prices	0.8%	12	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	4.6%	5
Improve the market / introduce a market	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	1.2%	1	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	46.7%	687	31.9%	61	59.9%	77	60.1%	20	55.5%	39	61.3%	60	73.0%	70	59.1%	57	37.7%	40
(Don't know)	1.9%	28	0.0%	0	1.5%	2	1.9%	1	0.0%	0	0.0%	0	0.8%	1	6.4%	6	3.0%	3
Weighted base:		1470		191		128		33		70		97		96		96		105
Sample:		1471		99		97		99		99		99		99		89		91

Q37B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? Second mention:*Those who mentioned a measure at Q37A*

Increased choice and range of shops	7.2%	55	12.5%	16	1.8%	1	7.6%	1	1.6%	1	5.9%	2	0.0%	0	3.4%	1	10.8%	7
Discount foodstores within the town centre	1.0%	8	0.0%	0	3.5%	2	5.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.8%	3
Improved non-food shops within the town centre	3.2%	24	6.0%	8	0.0%	0	4.9%	1	5.1%	2	1.7%	1	9.4%	2	0.0%	0	1.4%	1
Improved leisure facilities	2.3%	18	0.0%	0	9.2%	5	0.0%	0	7.0%	2	7.3%	3	12.6%	3	0.0%	0	1.5%	1
Improved quality of shops	3.8%	29	5.7%	7	2.2%	1	11.6%	1	10.8%	3	3.9%	1	0.0%	0	3.4%	1	3.0%	2
More parking	2.1%	16	0.9%	1	5.7%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Cheaper parking	0.6%	5	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.5%	1
Improved street cleaning	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.6%	12	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.8%	1
Cheaper public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	5.2%	39	11.9%	15	5.7%	3	0.0%	0	9.2%	3	14.1%	5	0.0%	0	3.4%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.4%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More independent shops	1.0%	8	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Less congestion	1.3%	10	0.0%	0	9.2%	5	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.4%	1	0.0%	0
More pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.1%	8	1.0%	1	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	1.8%	1
Better prices	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market / introduce a market	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	64.1%	484	52.1%	68	58.7%	29	65.1%	8	61.2%	19	58.6%	22	70.5%	18	79.4%	26	64.0%	40
(Don't know)	1.2%	9	2.0%	3	2.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.4%	1	1.8%	1
Weighted base:		755		130		50		13		31		38		25		33		62
Sample:		728		63		38		34		41		39		27		31		54

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q37C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? Third mention:																		
<i>Those who mentioned a measure at Q37B</i>																		
Increased choice and range of shops	3.4%	9	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.2%	6	4.1%	2	0.0%	0	39.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Improved leisure facilities	1.4%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.6%	7	0.0%	0	9.0%	2	8.6%	0	4.5%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
More parking	3.3%	9	0.0%	0	4.7%	1	0.0%	0	5.3%	1	0.0%	0	9.7%	1	0.0%	0	4.2%	1
Cheaper parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	2.3%	6	0.0%	0	0.0%	0	0.0%	0	13.1%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.7%	10	2.0%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	41.9%	3	0.0%	0	8.8%	2
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.0%	3	0.0%	0	4.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
More pedestrianised areas	1.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market / introduce a market	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	70.7%	185	70.8%	42	81.6%	16	51.6%	2	68.5%	8	76.4%	11	48.3%	4	80.0%	5	63.1%	13
(Don't know)	4.8%	13	10.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	5.3%	1
Weighted base:		262		60		19		4		12		15		7		6		21
Sample:		251		26		11		10		18		16		8		5		21

Q37X Q37 Any mention: [MR]*Those who visit a centre at Q34*

Increased choice and range of shops	27.9%	410	38.0%	72	24.2%	31	23.7%	8	19.2%	13	26.8%	26	10.1%	10	8.6%	8	38.5%	40
Discount foodstores within the town centre	0.8%	11	0.0%	0	1.4%	2	2.9%	1	1.5%	1	0.7%	1	0.0%	0	0.0%	0	5.0%	5
Improved non-food shops within the town centre	3.0%	44	8.1%	15	1.3%	2	10.6%	4	2.3%	2	0.6%	1	3.2%	3	0.0%	0	1.8%	2
Improved leisure facilities	3.0%	44	2.6%	5	3.5%	5	0.0%	0	10.0%	7	4.2%	4	4.1%	4	1.2%	1	1.8%	2
Improved quality of shops	5.0%	73	10.9%	21	2.9%	4	6.6%	2	10.1%	7	4.4%	4	0.8%	1	1.2%	1	5.5%	6
More parking	12.6%	186	16.9%	32	6.4%	8	6.2%	2	7.0%	5	2.8%	3	8.7%	8	10.7%	10	12.1%	13
Cheaper parking	1.2%	17	1.3%	2	0.7%	1	1.9%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Improved street cleaning	1.0%	15	2.7%	5	0.0%	0	0.0%	0	2.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.8%	27	3.3%	6	0.0%	0	1.0%	0	2.3%	2	0.0%	0	2.3%	2	4.3%	4	1.9%	2
Cheaper public transport	0.6%	9	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better environment	6.4%	95	12.6%	24	3.5%	5	0.0%	0	5.5%	4	6.1%	6	4.0%	4	4.5%	4	10.2%	11
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	5	0.0%	0	1.5%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	2.2%	32	0.0%	0	2.3%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	1.2%	1	2.6%	3
More independent shops	1.3%	20	2.0%	4	2.2%	3	0.0%	0	0.0%	0	0.6%	1	0.9%	1	2.2%	2	0.0%	0
Less congestion	2.2%	32	0.7%	1	5.0%	6	1.9%	1	0.0%	0	3.7%	4	1.0%	1	4.3%	4	0.0%	0
More pedestrianised areas	0.5%	7	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fewer vacant shops	1.2%	18	2.1%	4	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Better prices	1.2%	17	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	4.6%	5
Improve the market / introduce a market	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	1.2%	1	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1470		191		128		33		70		97		96		96		105
Sample:		1471		99		97		99		99		99		99		89		91

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																		
Yes, Internet (home)	63.8%	964	73.6%	144	66.6%	89	67.3%	23	71.3%	51	63.3%	63	63.4%	62	59.8%	65	54.1%	61
Yes, Portable internet shopping (through mobile phone / tablet)	32.9%	497	46.5%	91	38.3%	51	11.6%	4	44.0%	31	38.9%	39	27.0%	27	31.0%	34	27.5%	31
Yes, TV Shopping	4.7%	71	4.5%	9	2.8%	4	2.7%	1	10.0%	7	6.9%	7	1.5%	1	7.1%	8	4.7%	5
No	27.7%	419	14.7%	29	19.9%	27	30.1%	10	21.6%	15	25.0%	25	34.3%	34	30.3%	33	34.2%	39
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who shop via Internet / TV at Q38*

Food	11.1%	121	16.0%	27	15.2%	16	20.0%	5	7.6%	4	10.8%	8	16.6%	11	5.3%	4	7.7%	6
Clothes	44.2%	483	59.9%	100	55.3%	59	44.7%	11	41.1%	23	50.7%	38	41.9%	27	32.5%	25	37.7%	28
Banking / finance	3.8%	41	2.9%	5	4.9%	5	1.5%	0	8.5%	5	2.0%	1	6.9%	4	2.8%	2	5.3%	4
Books	44.2%	482	43.4%	72	41.3%	44	69.6%	16	41.4%	23	35.5%	26	47.5%	31	43.0%	33	49.5%	37
CDs, DVDs, music	41.7%	455	46.3%	77	44.5%	48	40.4%	10	37.5%	21	32.7%	24	43.9%	28	28.8%	22	42.6%	32
DIY goods	6.1%	67	8.5%	14	6.0%	6	6.6%	2	6.9%	4	3.6%	3	7.4%	5	7.8%	6	4.1%	3
Furniture / carpets	5.3%	58	4.6%	8	2.7%	3	4.9%	1	7.6%	4	2.9%	2	5.8%	4	4.0%	3	3.7%	3
Garden items	4.7%	52	2.4%	4	7.6%	8	9.9%	2	4.7%	3	3.6%	3	2.3%	1	4.5%	3	6.8%	5
Holiday and / or travel tickets	4.9%	54	0.7%	1	6.8%	7	9.0%	2	8.0%	4	3.6%	3	4.6%	3	1.3%	1	2.8%	2
Jewellery	2.9%	32	2.2%	4	2.5%	3	1.3%	0	12.6%	7	0.9%	1	3.4%	2	0.0%	0	1.5%	1
Major electrical items	16.8%	183	14.1%	23	11.0%	12	29.9%	7	24.2%	13	14.3%	11	17.8%	12	8.0%	6	23.9%	18
Small electrical items	23.0%	252	20.7%	34	17.8%	19	28.0%	7	29.8%	17	17.5%	13	21.2%	14	20.7%	16	29.8%	22
Small household goods	15.4%	168	21.7%	36	19.2%	21	19.3%	5	17.6%	10	9.4%	7	17.6%	11	12.9%	10	19.2%	14
Sports goods	8.5%	93	3.1%	5	9.2%	10	12.4%	3	18.0%	10	10.8%	8	8.1%	5	5.1%	4	11.9%	9
Toys	15.3%	167	14.0%	23	20.2%	22	20.1%	5	11.3%	6	15.8%	12	24.6%	16	18.7%	14	14.2%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmetics / toiletries / health & beauty / personal care products	3.8%	42	0.8%	1	4.1%	4	0.0%	0	3.0%	2	6.3%	5	1.4%	1	5.1%	4	6.5%	5
Pet supplies	1.7%	19	2.2%	4	1.0%	1	4.2%	1	0.0%	0	3.1%	2	0.0%	0	2.4%	2	0.0%	0
Car parts	1.8%	19	2.2%	4	4.2%	5	2.4%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.8%	2
Stationery	0.4%	4	0.0%	0	1.0%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.0%	76	9.0%	15	3.3%	4	2.6%	1	9.7%	5	0.9%	1	12.7%	8	6.9%	5	0.0%	0
Weighted base:		1092		167		108		24		56		74		65		76		75
Sample:		1002		83		77		67		77		70		61		65		60

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you normally receive your goods?*Those who shop via Internet / TV at Q38*

Collection at store	4.5%	49	1.7%	3	0.0%	0	11.2%	3	3.8%	2	3.6%	3	8.4%	5	14.5%	11	1.5%	1
Home delivery	89.5%	978	91.6%	153	95.8%	103	82.8%	20	94.3%	53	89.9%	67	83.4%	54	76.1%	58	86.3%	64
Delivery to place of work	1.1%	12	0.9%	1	0.8%	1	2.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	2.5%	27	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	3	7.0%	5	5.7%	4	9.2%	7
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	26	4.3%	7	3.3%	4	3.6%	1	1.9%	1	2.0%	1	0.0%	0	3.7%	3	3.0%	2
Weighted base:		1092		167		108		24		56		74		65		76		75
Sample:		1002		83		77		67		77		70		61		65		60

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q40AWhat do you like about shopping online as opposed to actually going to a store or centre? [MR]																		
<i>Those who shop via Internet / TV at Q38</i>																		
24 / 7 opening	9.1%	99	6.8%	11	6.5%	7	9.3%	2	3.1%	2	6.4%	5	13.0%	8	11.4%	9	12.1%	9
Better choice	16.9%	185	17.8%	30	19.0%	20	16.7%	4	16.4%	9	18.3%	14	25.8%	17	15.3%	12	11.0%	8
Better prices	17.8%	194	20.3%	34	19.1%	21	21.9%	5	19.2%	11	19.1%	14	19.2%	12	14.8%	11	22.8%	17
Easy to compare prices / reviews	7.6%	83	8.5%	14	6.6%	7	7.2%	2	10.4%	6	9.3%	7	14.7%	10	3.6%	3	12.2%	9
Less time consuming	37.0%	404	34.7%	58	47.4%	51	43.0%	10	26.3%	15	27.9%	21	45.5%	29	20.1%	15	30.3%	23
No crowds or queues	6.2%	68	10.4%	17	5.9%	6	2.9%	1	4.7%	3	2.8%	2	2.8%	2	3.9%	3	2.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / convenient	14.1%	154	9.9%	16	13.5%	15	9.5%	2	22.2%	12	18.0%	13	1.4%	1	26.7%	20	18.8%	14
Delivery service / delivered to door	4.4%	49	8.3%	14	3.5%	4	0.0%	0	2.1%	1	5.5%	4	3.5%	2	0.0%	0	3.9%	3
Easier because of disability	1.1%	12	1.5%	2	3.2%	3	0.0%	0	2.1%	1	0.9%	1	0.0%	0	1.5%	1	1.2%	1
I don't like shopping	0.2%	2	0.0%	0	0.8%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can shop from the comfort of home / don't have to go out	5.2%	57	10.4%	17	2.5%	3	6.9%	2	4.0%	2	3.5%	3	0.0%	0	11.8%	9	1.3%	1
You know if an item is in stock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saves on petrol	0.5%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	6.7%	73	3.2%	5	6.9%	7	7.1%	2	7.9%	4	6.6%	5	4.6%	3	11.4%	9	10.4%	8
Weighted base:		1092		167		108		24		56		74		65		76		75
Sample:		1002		83		77		67		77		70		61		65		60

Q41 Which of these leisure activities do you participate in? [MR/PR]

Health & fitness	18.1%	274	18.7%	37	29.7%	40	18.1%	6	34.3%	24	20.2%	20	24.9%	25	20.9%	23	12.0%	14
Leisure centre activities	19.7%	298	25.1%	49	23.2%	31	14.3%	5	34.7%	25	15.8%	16	27.7%	27	15.8%	17	16.3%	19
Cinema	49.9%	754	44.3%	87	51.9%	70	42.5%	14	64.1%	46	58.1%	58	55.8%	55	46.6%	51	45.3%	52
Restaurant	75.4%	1140	62.5%	122	78.0%	105	74.6%	25	86.0%	61	79.5%	79	79.6%	78	74.9%	82	70.1%	80
Pub / bars	54.6%	825	44.7%	87	51.6%	69	44.2%	15	65.3%	46	60.9%	60	62.5%	62	64.2%	70	51.7%	59
Nightclub	7.2%	110	9.7%	19	8.0%	11	6.0%	2	12.8%	9	3.4%	3	1.6%	2	2.5%	3	4.2%	5
Social club	10.4%	158	1.9%	4	7.3%	10	7.1%	2	15.9%	11	22.5%	22	10.4%	10	9.0%	10	2.4%	3
Ten pin bowling	15.3%	232	15.5%	30	8.6%	12	5.4%	2	13.5%	10	20.2%	20	22.3%	22	14.0%	15	16.1%	18
Bingo	9.1%	138	3.8%	8	7.9%	11	0.8%	0	15.0%	11	7.3%	7	12.1%	12	4.4%	5	11.1%	13
Theatre / concert hall	49.7%	751	39.1%	77	55.4%	74	59.9%	20	64.0%	45	49.3%	49	55.8%	55	52.7%	58	56.6%	64
Museum / art galleries	37.8%	571	31.3%	61	39.4%	53	46.1%	16	47.8%	34	37.9%	38	49.5%	49	35.4%	39	39.0%	44
(None of these)	9.8%	148	18.1%	35	7.4%	10	10.7%	4	5.1%	4	7.0%	7	2.3%	2	8.7%	10	9.8%	11
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																	
<i>Those who visit Health / fitness / leisure centre facilities at Q41 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Duns Swimming Pool, Langtongate, Duns	1.6%	6	10.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth Leisure Centre, North Street, Eyemouth	1.5%	6	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso Swimming Pool, Inch Road, Kelso	1.3%	5	6.5%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swan Centre, Northumberland Road, Berwick-upon-Tweed	4.6%	19	30.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Valhalla Gym, 2B King Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abbey Fitness Centre, Abbotsford Court Business Centre, Kelso	1.1%	4	5.9%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bamburgh Castle Golf Club, The Wynding, Bamburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheviot Hills, Northumberland National Park	0.6%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Putton Mill Fitness Centre, Putton Mill, Duns	0.9%	4	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spittal	0.6%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Ocean Club, Seafield Road, Seahouses	0.9%	4	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Laidlow Memorial Pool and Leisure Centre, Oxnam Road, Jedburgh	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury Pool & Gym, Silvertown Lane, Rothbury	0.4%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gym, 33A Bondgate Without, Alnwick	0.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Village Farm Health Club, Middle Road, Alnwick	1.6%	6	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Sports and Leisure Centre, Willowburn Avenue, Alnwick	6.1%	25	4.1%	3	44.0%	20	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alnwick	1.1%	5	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhoughton	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No Limits, Fenkle Street, Alnwick	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
RTC Sports & Leisure centre, Otterburn	1.3%	5	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Widdrington Community Centre, Duke Street, Alnwick	0.1%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Dene House Farm Gym Health Club, Dene House Farm, Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.1%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Macdonald Linden Hall Golf & Country Club, Longhorsley, Morpeth	0.1%	1	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington Leisure Centre, Institute Road, Ashington	4.5%	18	0.0%	0	0.0%	0	0.0%	0	36.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington Social Welfare Centre, Choppington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Evolution Gym & Tanning Centre, 10a Station Road, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%
Paramount Health and	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%

Column % ges.

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Fitness Club, Glebe Road, Bedlington																		
Sporting Club Blyth, Tynedale Drive, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Community Centre, Front Street West, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Golf Club, Acorn Bank, Hartford Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Astley Community Activity and Sporting Centre, Astley Community High School, Elsdon Avenue, Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Dudley, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Ponteland Leisure Centre, Callerton Lane, Ponteland	2.2%	9	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	9	0.0%	0
Heddon-on-the-Wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Horton Grange Country House Hotel, Berwick Hill, Ponteland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Matfen Hall Hotel, Matfen Village, Newcastle upon Tyne	0.5%	2	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
St Johns United Reform Church, Canterbury Way, Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
St Mary the Virgin Parish Church, The Vicarage, Thornhill Rd, Newcastle upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
The Barn, Thorneyford Farm, Ponteland	0.1%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Prudhoe Football & Sports Centre, Prudhoe Community High School, Moor Road, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe Waterworld, Front Street, Prudhoe	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	11
Prudhoe Westworld, West Road, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Zone 9																		
North County Leisure, Hexham Business Park, Hexham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	7.6%	31	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	22.3%	5
Corbridge Tennis Club, Tynedale Park, Station Road, Corbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Therapy Centre, The Old Workhouse, Corbridge Road, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Haltwhistle Swimming & Leisure Centre, Greencroft, Haltwhistle	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Pool, St Johns House, Garrigill, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Changes Gym and Personal Training Club, High Pit Road, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	10.7%	44	0.0%	0	0.0%	0	0.0%	0	1.8%	1	18.3%	5	32.1%	12	7.8%	3	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Cramlington Learning Village, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northburn Sports and Community Centre, Cramlington, Crowhall Lane	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.0%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Curves, Admiral Business Park, Nelson Way, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elite Physique Fitness, Atley Business Park, Nelson Industrial Estate, Cramlington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Centre, Bassington Industrial Estate, Cramlington	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Blyth Sports Centre, Bolam Park, Blyth	6.5%	26	0.0%	0	0.0%	0	0.0%	0	6.7%	2	24.8%	6	7.7%	3	0.0%	0	0.0%	0
Fit 2 Be, Croft Road, Blyth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
FitnessVibes, 35a Bridge Street, Morpeth	0.3%	1	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Healthland Ladies Fitness, Sanderson Arcade, Morpeth	0.4%	2	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth Riverside Leisure Centre, New Market, Morpeth	3.9%	16	0.0%	0	0.0%	0	35.5%	3	5.9%	2	7.9%	2	0.0%	0	3.2%	1	0.0%	0
The Peagasus Centre, Tranwell Village, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tropicana, 76 Newgate Street, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth Golf Club, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood Community Project, School House, Longhirst Road, Pegswood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watson House Holistic Therapy Centre, Oldgate, Morpeth	0.1%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin by the Sea	1.5%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	13.5%	3	0.0%	0	0.0%	0	0.0%	0
Ashington	2.0%	8	0.0%	0	0.0%	0	0.0%	0	8.7%	3	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Curves, Jubilee Industrial Estate, Ashington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YMCA, North View, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington Welfare Social Centre, Lynemouth Road, Ellington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Leisure, Links Road, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
The Pools Swimming and Health Centre, James Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sands Centre, Newmarket Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Leisure Centre, Strand Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area -																		

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Dumfries and Galloway																		
Eskdale Leisure Centre, Thomas Telford Road, Langholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Other, Outside Study Area - Edinburgh	1.8%	7	10.3%	6	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Blaydon Leisure and Primary Care Centre, Shibdon Road, Blaydon	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	9.8%	2
Dunston Leisure Centre, Dunston Bank, Gateshead	0.0%	0	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, Outside Study Area - Gateshead	0.6%	2	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.5%	1
Outside Study Area - Harrogate																		
Other, Outside Study Area - Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle upon Tyne																		
Centre for Sport, The West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Leisure Centre, High Friars, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Elswick Pool, Beech Grove Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth Pool, Regent Farm Road, Gosforth, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Jesmond Pool, St George's Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Park Sports Centre, Anfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn Activity Centre, Grange Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotswood Sports Centre, Denton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Way, West Denton Way, Newcastle Upon Tyne	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	5.3%	2	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	16.2%	6	0.0%	0
Outside Study Area - North Tyneside																		
The Lakeside Centre, Southgate, Killingworth	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	5	3.2%	1	0.0%	0
Other, Outside Study Area - North Tyneside	2.2%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	16.7%	6	5.5%	2	0.0%	0
Velocity, Cobalt Business Park, West Allotment, Newcastle upon Tyne	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.9%	1	2.7%	1	0.0%	0
Waves Leisure Centre, The Links, Whitley Bay	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	5	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Galashiels Swimming Pool, Livingstone Place, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gytes Leisure Centre, Walkershaugh, Peebles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Leisure Centre, Melrose Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teviotdale Leisure Centre, Mansfield Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Triftness, Netherdale, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Sports Centre, Tweedbank, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Other, Outside Study Area - South Tyneside	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	407		62		46		7		31		25		38		35		21	
Sample:	345		26		27		20		38		25		28		33		16	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q43 Which centre / facility did you last visit to go the cinema?																	
<i>Those who go to the cinema at Q41 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
New Palace Theatre, Organ Heritage Centre, Todholes, Greenlaw, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses Hub, End of Southfield Avenue, Seahouses	0.7%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Maltings Theatre & Cinema, Eastern Lane, Berwick-upon-Tweed	2.1%	16	16.2%	14	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnwick Playhouse, Bondgate, Alnwick	2.9%	22	0.0%	0	23.0%	16	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																	
Fuse Community Cinema, Fuse Media Centre, Prudhoe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Zone 9																	
The Forum Cinema, 8-9 Market Place, Hexham	6.3%	47	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3	17.2%
Zone 10																	
Haltwhistle Film Project, Market Square, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11																	
Vue, Manor Walks, Forum Way, Cramlington	37.9%	283	1.5%	1	7.7%	5	55.2%	8	63.9%	28	67.5%	39	67.8%	37	13.6%	7	0.0%
Zone 12																	
Phoenix Theatre, 37a Beaconsfield Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 14																	
Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Abroad																	
Abroad	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Carlisle																	
Vue, 50 Botchergate, Carlisle	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - County Durham																	
Empire, Front Street, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Outside Study Area - Edinburgh																	
Edinburgh	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Fort Kinnaird Retail Park, Fort Kinnaird	3.7%	28	32.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Ocean Terminal, Ocean Drive, Edinburgh	1.6%	12	13.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Gateshead																	
Odeon, Metrocentre, Gateshead	15.3%	114	4.3%	4	22.2%	15	15.5%	2	7.6%	3	5.8%	3	0.0%	0	25.4%	13	68.3%
Vue, Trinity Square, Gateshead	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	1.7%
Outside Study Area - Newcastle Upon Tyne																	
Empire, The Gate, Newgate Street, Newcastle Upon Tyne	6.3%	47	1.5%	1	3.9%	3	8.9%	1	4.7%	2	8.1%	5	3.1%	2	28.5%	15	1.7%
Tyneside Cinema, 10 Pilgrim Street, Newcastle Upon Tyne	3.0%	23	0.0%	0	2.6%	2	4.2%	1	2.5%	1	1.1%	1	2.7%	1	18.1%	9	3.9%
Outside Study Area - North Tyneside																	
Odeon, Silverlink Retail Park, Osprey Drive, Wallsend	13.4%	100	1.8%	1	22.3%	15	4.6%	1	21.4%	9	16.3%	9	26.4%	15	0.0%	0	0.0%
Outside Study Area - Scotland																	
Cineworld, Union Square Shopping Centre,	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Aberdeen																		
Outside Study Area - Scottish Borders																		
Heart Of Hawick, Heritage Hub, Kirkstile, Hawick	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion Cinema, Market Street, Galashiels	3.1%	23	18.6%	16	10.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wynd Theatre, Melrose, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Cineworld, Abingdon Way, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Sheffield	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746			85		69		14		44		58		55		51		52
Sample:	656			43		48		37		55		51		50		41		40

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																	
Q44 Which centre / facility did you last visit to go to a restaurant?																																	
<i>Those who go to restaurants at Q41 AND Excl. nulls, markets & SFT's</i>																																	
Zone 1																																	
Bamburgh	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
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	0.0%																
Berwick-upon-tweed	2.6%	29	22.2%	26	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%																
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Coldingham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Coldstream	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Duns	0.2%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
East Ord	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Eyemouth	0.5%	5	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Heatherslaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Kelso	1.4%	15	7.4%	9	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Lindisfarne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Seahouses	0.4%	5	2.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%																
Spittal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Wooler	0.6%	6	3.4%	4	0.9%	1	1.4%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 2																																	
Alnmouth	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Alnwick	4.9%	54	8.5%	10	31.1%	32	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																
Ancrum	0.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Cartington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Craster	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Eglingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Embleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Howick	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Jedburgh	0.6%	7	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Kirk Yetholm	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Morebattle	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Newton-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%																
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rennington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rothbury	0.7%	7	0.0%	0	6.1%	6	1.1%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%																
Thropton	0.1%	1	0.0%	0	0.9%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 3																																	
Earsden	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%																
Great Whittington	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Knowesgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Longframlington	0.2%	2	0.0%	0	0.8%	1	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Longhorsley	0.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Meldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Mitford	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Monkseaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Whalton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%																
Zone 4																																	
Ashington	3.8%	42	0.0%	0	0.0%	0	1.1%	0	20.5%	13	0.9%	1	0.0%	0	0.0%	0	0.0%																
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																
Stakeford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 5																																	
Bedlington	1.2%	14	0.0%	0	0.0%	0	1.4%	0	4.4%	3	10.0%	7	0.0%	0	0.0%	0	0.0%																
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%																
Choppington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 6																																	
Annitsford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%																
Dudley, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%																
Holywell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Seaton Delaval	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	2	0.0%	0	0.0%																
Seaton Sluice	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.0%	2	0.0%	0	0.0%																
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 7																																	
Heddon-on-the-wall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.6%																
Horsley Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%																
Matten	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%																
Ponteland	2.7%	30	0.0%	0	0.0%	0	6.6%	2	0.9%	1	0.9%	1	1.0%	1	30.7%	24	0.0%																
Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stamfordham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Blanchland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedley on the Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	10
Riding Mill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Slaley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wylam	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	1.2%	14	0.0%	0	1.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.6%	2
Hexham	4.9%	54	0.0%	0	0.8%	1	3.7%	1	0.0%	0	0.9%	1	1.0%	1	2.6%	2	4.8%	4
Humshaugh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Cramlington	12.4%	137	0.0%	0	0.0%	0	2.3%	1	12.0%	7	18.6%	14	25.9%	20	1.1%	1	0.0%	0
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.2%	57	0.0%	0	0.0%	0	0.0%	0	3.5%	2	14.3%	11	4.4%	3	1.4%	1	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Morpeth	7.9%	87	0.0%	0	0.0%	0	42.6%	10	21.0%	13	6.4%	5	0.0%	0	1.4%	1	0.0%	0
Pedgewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.5%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Newbiggin-by-the-sea	0.6%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	2.2%	24	0.0%	0	7.0%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felton	0.4%	4	0.0%	0	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																		
Abroad	0.8%	9	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Outside Study Area - Carlisle																		
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Consett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	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, Outside Study Area - County Durham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Shotley Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Outside Study Area - East Lothian																		
Dunbar	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																		
Other, Outside Study Area - East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Other, Outside Study Area - Eden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Outside Study Area - Edinburgh																		
Edinburgh	4.0%	44	31.8%	38	1.7%	2	2.4%	1	0.9%	1	0.9%	1	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	7	0.0%	0	4.4%	5	1.1%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	1.8%	20	0.0%	0	0.0%	0	1.4%	0	0.0%	0	5.4%	4	1.2%	1	6.2%	5	1.3%	1
Metro Park West, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Metro Retail Park, Gateshead	1.0%	11	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Outside Study Area - Glasgow																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	1.0%	11	0.0%	0	0.0%	0	2.4%	1	1.7%	1	0.9%	1	3.2%	2	3.5%	3	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	16.2%	179	5.2%	6	9.6%	10	2.7%	1	11.7%	7	14.4%	11	21.5%	16	35.9%	28	37.6%	29
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Newcastle Upon Tyne																		
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.6%	6	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.1%	1	3.2%	2	0.0%	0	2.4%	2
Other, Outside Study Area - North Tyneside	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	1.2%	13	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	5.9%	5	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.9%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.9%	4	0.0%	0	0.0%	0
Whitley Bay	1.5%	16	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.8%	1	12.1%	9	0.0%	0	1.5%	1
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																		
Blackpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Other, Outside Study Area - Scotland	0.2%	3	0.0%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	5	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	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, Outside Study Area - Scottish Borders	0.2%	2	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																		
Other, Outside Study Area - South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																		

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
West																		
Other, Outside Study Area - South West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																		
Other, Outside Study Area - West Midlands	0.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Other, Outside Study Area - Yorkshire & The Humber	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Whitby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1108		119		103		24		61		75		76		79		77	
Sample:	1090		62		80		68		84		74		78		71		64	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8																	
Q45 Which centre / facility did you last visit to go to bars, pubs & night / social clubs?																																	
<i>Those who go to Pubs / bars / nightclubs / social club at Q41 AND Excl. nulls, markets & SFT's</i>																																	
Zone 1																																	
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Belford	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Berwick-upon-tweed	2.7%	23	24.9%	21	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Coldstream	0.8%	6	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Duns	0.6%	5	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
East Ord	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Eyemouth	0.8%	6	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Greenlaw	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Heatherslaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Kelso	1.2%	10	10.4%	9	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Lindisfarne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Seahouses	0.5%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%																
Spittal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Tweedmouth	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Wooler	0.4%	3	0.0%	0	1.7%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 2																																	
Alnmouth	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Alnwick	3.8%	31	1.5%	1	37.0%	24	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Ancrum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Cartington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Craster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Eglingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Embleton	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Howick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Jedburgh	0.5%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Kirk Yetholm	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Morebattle	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Newton-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Otterburn	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Rothbury	1.1%	9	0.0%	0	13.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Thropton	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 3																																	
Earsden	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Great Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Knowesgate	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Longframlington	0.2%	2	0.0%	0	0.0%	0	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Longhorsley	0.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Meldon	0.1%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Mitford	0.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%																
Monkseaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%																
Whalton	0.2%	2	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%																
Zone 4																																	
Ashington	7.3%	60	0.0%	0	0.0%	0	2.0%	0	22.9%	11	1.1%	1	0.0%	0	1.2%	1	0.0%																
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%																
Stakeford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 5																																	
Bedlington	3.1%	26	0.0%	0	0.0%	0	0.0%	0	11.6%	5	31.6%	19	0.0%	0	0.0%	0	0.0%																
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%																
Choppington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%																
Zone 6																																	
Annitsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																
Dudley, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%																
Holywell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%																
Seaton Delaval	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	18.2%	11	0.0%	0	0.0%																
Seaton Sluice	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%																
Seghill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%																
Zone 7																																	
Heddon-on-the-wall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%																
Horsley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%																
Matten	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%																
Ponteland	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	20	0.0%																
Seaton Burn	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stamfordham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Throckley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Zone 8																		
Blanchland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hedley on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Prudhoe	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8
Riding Mill	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Slaley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	15.4%	9
Zone 9																		
Corbridge	1.4%	11	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	5.1%	3
Hexham	3.6%	30	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Humshaugh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Cramlington	8.9%	73	0.0%	0	0.0%	0	0.0%	0	5.6%	3	2.3%	1	19.8%	12	1.2%	1	0.0%	0
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.2%	51	0.0%	0	0.0%	0	0.0%	0	3.3%	2	20.2%	12	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Morpeth	7.1%	58	0.0%	0	1.4%	1	44.9%	6	12.8%	6	10.2%	6	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.4%	3	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Newbiggin-by-the-sea	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Amble	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Broomhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	1.1%	9	7.4%	6	0.0%	0	2.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Felton	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																		
Abroad	1.1%	9	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Outside Study Area - Carlisle																		
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	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, Outside Study Area - County Durham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Shotley Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																		
Other, Outside Study Area - East Midlands	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Other, Outside Study Area - Eden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	2.4%	19	14.7%	13	2.8%	2	2.1%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.3%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Column %ges.

Northumberland Household Survey
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August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside Study Area - Glasgow																		
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.7%	6	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	2.7%	2	2.6%	2	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	13.7%	112	2.8%	2	13.7%	9	0.0%	0	16.0%	7	13.5%	8	16.9%	10	34.2%	25	19.7%	11
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.0%	1
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.6%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Newcastle Upon Tyne																		
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	2.4%	1	0.0%	0	0.0%	0
Whitley Bay	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	1	7.3%	4	1.2%	1	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Outside Study Area - North West																		
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																		
Other, Outside Study Area - Scotland	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																		
Other, Outside Study Area - South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																		

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
West																		
Other, Outside Study Area - South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																		
Other, Outside Study Area - West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.0%	0	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, Outside Study Area - Yorkshire & The Humber	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	820		86		65		14		46		60		61		72		58	
Sample:	767		43		48		40		60		61		60		63		45	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q46 Which centre / facility did you last visit to go ten-pin bowling?																	
<i>Those who go ten pin bowling at Q41 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
J&L Leisure (amusements) Ltd., Beachcomber Amusements, High Street, Eyemouth	1.2%	2	11.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9																	
Wentworth Leisure Centre, Wentworth Park, Wentworth Place, Hexham	19.7%	40	0.0%	0	0.0%	0	19.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	31.5%
Zone 10																	
Falstone Village Hall, Falstone	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11																	
Cramlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Carlisle																	
AMF Bowling, Currock Road, Carlisle	1.1%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Outside Study Area - Edinburgh																	
Edinburgh	1.9%	4	17.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Fountain Park, Fountain Bridge, Dundee Street, Edinburgh	2.5%	5	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Gateshead																	
Namco Funscape, Unit 244, Intu Metrocentre, Gateshead	32.8%	66	41.0%	9	92.2%	11	64.9%	1	0.0%	0	24.1%	3	6.8%	1	32.9%	5	31.3%
Outside Study Area - Newcastle Upon Tyne																	
Intu Eldon Square, Northumberland Street, Newcastle Upon Tyne	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	0.0%
Lane7, 80-90 St James' Blvd, Newcastle Upon Tyne	10.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	32.9%	5	32.2%
M F A Bowl, 440 Westgate Road, Newcastle Upon Tyne	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%
Outside Study Area - North Tyneside																	
1st Bowl, Rotary Way, Royal Quays, North Shields	5.2%	11	0.0%	0	0.0%	0	0.0%	0	17.7%	1	24.1%	3	6.8%	1	0.0%	0	0.0%
Starbowl, Rotary Way, Royal Quays, North Shields	15.5%	31	0.0%	0	0.0%	0	16.1%	0	27.0%	2	13.8%	2	62.6%	14	8.0%	1	0.0%
Whitley Bay Ice Rink, Hillheads Road, Whitley Bay	3.7%	8	0.0%	0	0.0%	0	0.0%	0	46.1%	3	24.1%	3	6.8%	1	0.0%	0	0.0%
Other, Outside Study Area - North Tyneside	0.6%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North West																	
Other, Outside Study Area - North West	0.5%	1	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside																	
South Shields Bowl Centre, Jack Clark Park, Horsley Hill Road, South Shields	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%
The Dunes Entertainment Centre, Sea Road, South Shields	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%
Other (Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	0.0%	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:	202			21		12		2		6		14		22		14	
Sample:	147			12		6		5		5		7		15		9	

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q47 Which centre / facility do you normally visit for bingo?																		
<i>Those who play bingo at Q41 AND Excl. nulls, markets & SFT's</i>																		
Zone 1																		
Duns	1.0%	1	20.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	2.9%	4	59.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alnwick	3.6%	5	0.0%	0	51.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick Working Mens Club, Clayport Street, Alnwick	1.4%	2	0.0%	0	19.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Guide Post Working Mens Club, High Street, Guide Post	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Bedlington Social Club, Market Place, Bedlington	1.5%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Netherton Social Club, Netherton Lane, Bedlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Ponteland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	1	0.0%	0
Throckley Union Jack Social Club, Hilda Terrace, Throckley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0
Zone 8																		
Prudhoe Working Mens Club, South Road, Prudhoe	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	3
Zone 9																		
Hexham	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Haydonian Social Club, Shaftoe Street, Haydon Bridge	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Gala Bingo, Forum Way, Cramlington	22.4%	29	0.0%	0	10.2%	1	99.9%	0	9.8%	1	9.3%	1	46.2%	6	20.1%	1	0.0%	0
Zone 12																		
Blyth Sports & Social Club, Coomassie Road, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo Club, Rink Street, Blyth	26.6%	34	0.0%	0	0.0%	0	0.0%	0	15.7%	2	45.4%	3	26.1%	3	0.0%	0	0.0%	0
South Beach Residents Association, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Road Social Club & Institute, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Togston Terrace Social Club, Togston Road, Morpeth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Gala Bingo, Milburn Road, Ashington	14.8%	19	0.0%	0	0.0%	0	0.0%	0	55.4%	6	27.2%	2	0.0%	0	0.0%	0	0.0%	0
Newbiggin Bank House, Newbiggin-by-the-Sea	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																		
Hadston House Youth and Community Projects, Bondicar Road, Hadston	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																		
Gala Bingo Carlisle, Englishgate Plaza, Botchergate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opera Bingo, 72 Denton Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Gala Clubs, 1 Metro Retail Park, Gateshead	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	37.4%	3
Mecca Gateshead, East Street, Gateshead	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1
Outside Study Area -																		

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Upon Tyne																		
Gala Bingo Newcastle, Clifford Street, Newcastle Upon Tyne	3.2%	4	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	15.9%	1
Orion Bingo Bestrose Ltd, 404 Stamfordham Road, Newcastle Upon Tyne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																		
Gala Bingo, Middle Engine Lane, Wallsend	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	3	0.0%	0	0.0%	0
Ritz Bingo, Forest Hall Road, Forest Hall, Newcastle upon Tyne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0
Outside Study Area - Scottish Borders																		
Border Bingo, Market Street, Galashiels	1.7%	2	20.3%	1	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Crown Bingo, Hudson Street, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo Club, 52-60 Dean Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	128			6		9		0		11		7		12		5		8
Sample:	110			4		5		1		11		10		13		5		8

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q48 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?																	
<i>Those who visit cultural destinations at Q41 AND Excl. nulls, markets & SFT's</i>																	
Zone 1																	
Bamburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
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	0.0%
Berwick-upon-tweed	2.1%	18	16.6%	15	2.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ord	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heatherslaw	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.3%	2	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lindisfarne	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spittal	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2																	
Alnmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alnwick	2.7%	23	0.0%	0	15.7%	13	3.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ancrum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cartington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Craster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eglingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Howick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-by-the-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochester	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thropton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																	
Earsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowesgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mitford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monkseaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																	
Ashington	1.7%	14	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.1%	3	0.0%	0	0.0%	0	0.0%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																	
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																	
Annitsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																	
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matten	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey
for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stamfordham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Blanchland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedley on the Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riding Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																		
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.1%	17	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																		
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																		
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																		
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																		
Morpeth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																		
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Zone 15																		
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																		
Abroad	0.7%	6	0.0%	0	0.0%	0	4.4%	1	2.4%	1	1.2%	1	0.0%	0	0.0%	0	1.4%	1

Column %ges.

Northumberland Household Survey

for WYG

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August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside Study Area - Carlisle																		
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.5%	4	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																		
Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	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, Outside Study Area - County Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotley Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																		
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																		
Other, Outside Study Area - East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																		
Other, Outside Study Area - Eden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																		
Edinburgh	8.5%	71	52.3%	47	20.6%	16	1.3%	0	4.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																		
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																		
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	25	1.7%	1	3.3%	3	8.9%	2	2.3%	1	1.2%	1	1.2%	1	7.3%	5	10.8%	7
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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Outside Study Area - Glasgow																		
Glasgow	0.5%	5	1.4%	1	0.0%	0	2.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																		
Central London	3.0%	25	1.4%	1	0.0%	0	2.9%	1	4.9%	2	2.7%	1	1.3%	1	4.4%	3	4.7%	3
Outside Study Area - Midlothian																		
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																		
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	63.7%	535	16.7%	15	51.2%	41	72.4%	16	62.6%	29	81.8%	45	79.7%	48	73.1%	46	62.4%	41
Newcastle Shopping Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																		
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	2.0%	16	1.4%	1	0.0%	0	2.5%	1	3.4%	2	2.3%	1	0.0%	0	3.6%	2	1.7%	1
Outside Study Area - North Tyneside																		
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Newcastle Upon Tyne																		
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.0%	0	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.4%	20	0.0%	0	0.0%	0	0.0%	0	9.4%	4	2.3%	1	13.9%	8	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																		
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North West	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0
Outside Study Area - Scotland																		
Other, Outside Study Area - Scotland	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																		
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																		
Other, Outside Study Area - South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																		
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																		

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
West																		
Other, Outside Study Area - South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																		
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																		
Other, Outside Study Area - West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																		
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Yorkshire & The Humber	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
York	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	840			90		80		22		47		55		60		63		65
Sample:	827			46		61		61		62		54		55		58		52

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q49AWhich leisure facilities would you like to see more of in the Northumberland area? First mention:																		
Bars / pubs	0.7%	10	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Better shopping facilities	0.9%	13	0.0%	0	1.3%	2	0.8%	0	0.8%	1	2.1%	2	0.0%	0	0.0%	0	2.6%	3
Bowling alley	2.7%	41	3.2%	6	6.0%	8	1.6%	1	3.7%	3	1.3%	1	3.2%	3	0.0%	0	0.0%	0
Cinema	3.3%	50	5.8%	11	2.0%	3	2.9%	1	5.5%	4	0.6%	1	0.0%	0	0.0%	0	0.8%	1
Concert hall / venue	0.4%	6	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cycle paths / area	1.1%	17	1.2%	2	4.1%	6	0.9%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Dance facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Skate park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Health & fitness (Gym)	1.8%	27	4.0%	8	4.1%	5	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	6.1%	7
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.4%	7	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Leisure centre	1.7%	26	0.0%	0	0.0%	0	0.9%	0	0.0%	0	12.2%	12	1.5%	1	1.9%	2	0.0%	0
More children facilities / activities	3.1%	47	2.5%	5	3.2%	4	1.0%	0	4.0%	3	6.1%	6	1.5%	1	1.0%	1	5.1%	6
More sports facilities (football pitches, tennis courts)	1.3%	20	0.7%	1	0.7%	1	1.8%	1	2.4%	2	6.1%	6	1.5%	1	0.9%	1	1.6%	2
Museum / art galleries	0.7%	11	0.0%	0	1.4%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	1	1.0%	1	1.0%	1
Outdoor play areas / park facilities	1.9%	29	0.8%	1	0.7%	1	0.0%	0	1.7%	1	4.1%	4	4.5%	4	0.8%	1	1.7%	2
Paintballing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	0.7%	11	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Swimming pool	3.0%	45	4.5%	9	0.7%	1	7.2%	2	1.5%	1	9.4%	9	4.0%	4	5.5%	6	0.8%	1
Theatre	0.6%	9	0.7%	1	0.0%	0	0.0%	0	3.7%	3	0.7%	1	0.0%	0	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.5%	8	0.8%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1
More for younger people to do	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
More green spaces	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Indoor snow centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.1%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Theme park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0
Better upkeep of existing facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1
Bowling green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.3%	4	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Library	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented activities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better facilities for the disabled	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	64.5%	976	63.7%	125	47.5%	64	78.6%	27	61.1%	43	40.3%	40	64.7%	64	75.2%	82	68.6%	78
(Don't know)	8.1%	122	8.4%	16	23.0%	31	0.8%	0	7.4%	5	17.0%	17	9.0%	9	6.8%	7	2.9%	3
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Q49B Which leisure facilities would you like to see more of in the Northumberland area? Other mentions: [MR]																	
<i>Those who mentioned a facility at Q49A</i>																	
Bars / pubs	1.3%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better shopping facilities	1.6%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	1	4.8%	2	0.0%	0	0.0%	0	0.0%
Bowling alley	3.6%	15	0.0%	0	11.4%	5	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinema	6.5%	27	6.8%	4	15.8%	6	26.2%	2	7.0%	2	14.4%	6	0.0%	0	0.0%	0	3.5%
Concert hall / venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cycle paths / area	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Dance facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.0%
Skate park	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	2.8%	1	0.0%	0	0.0%
Health & fitness (Gym)	2.7%	11	2.3%	1	0.0%	0	21.2%	1	2.4%	1	1.6%	1	0.0%	0	0.0%	0	3.0%
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leisure centre	2.8%	11	0.0%	0	4.4%	2	0.0%	0	2.4%	1	6.4%	3	0.0%	0	9.4%	2	0.0%
More children facilities / activities	6.4%	26	13.8%	8	11.4%	5	21.2%	1	7.0%	2	12.8%	5	5.8%	1	0.0%	0	2.8%
More sports facilities (football pitches, tennis courts)	2.8%	12	0.0%	0	0.0%	0	0.0%	0	11.5%	3	3.1%	1	8.5%	2	9.5%	2	3.5%
Museum / art galleries	0.7%	3	4.5%	2	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outdoor play areas / park facilities	2.2%	9	4.7%	3	0.0%	0	0.0%	0	2.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Restaurants / cafés	2.2%	9	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swimming pool	3.4%	14	2.3%	1	2.3%	1	8.2%	1	0.0%	0	9.7%	4	5.7%	1	4.6%	1	2.8%
Theatre	3.1%	13	2.3%	1	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More for older people to do	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More for younger people to do	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	1	5.7%	1	5.8%	1	0.0%
More green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Indoor snow centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tennis courts	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Theme park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better upkeep of existing facilities	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	3.5%
Bowling green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Horse riding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Library	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%
More family oriented activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better facilities for the disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Archery club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing further)	61.2%	253	69.5%	38	54.6%	22	56.4%	4	58.2%	13	47.6%	20	62.7%	16	59.3%	12	72.4%
(Don't know)	2.7%	11	4.7%	3	0.0%	0	0.0%	0	6.9%	2	4.6%	2	0.0%	0	5.8%	1	0.0%
Weighted base:	413			55		40		7		22		42		26		20	
Sample:	399			30		26		18		34		51		26		18	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q49XQ49 Any mention: [MR]																		
Bars / pubs	1.0%	15	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Better shopping facilities	1.3%	20	0.0%	0	1.3%	2	0.8%	0	2.2%	2	4.2%	4	0.0%	0	0.0%	0	2.6%	3
Bowling alley	3.7%	56	3.2%	6	9.4%	13	1.6%	1	5.9%	4	1.3%	1	3.2%	3	0.0%	0	0.0%	0
Cinema	5.1%	77	7.7%	15	6.7%	9	8.3%	3	7.7%	5	6.8%	7	0.0%	0	0.0%	0	1.8%	2
Concert hall / venue	0.4%	6	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cycle paths / area	1.5%	23	1.2%	2	4.1%	6	0.9%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	2.6%	3
Dance facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.8%	1
Skate park	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Health & fitness (Gym)	2.6%	39	4.7%	9	4.1%	5	4.4%	1	1.5%	1	0.7%	1	0.7%	1	0.0%	0	6.9%	8
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	9	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Leisure centre	2.5%	38	0.0%	0	1.3%	2	0.9%	0	0.8%	1	15.0%	15	1.5%	1	3.6%	4	0.0%	0
More children facilities / activities	4.9%	74	6.4%	12	6.6%	9	5.4%	2	6.2%	4	11.6%	11	3.0%	3	1.0%	1	5.9%	7
More sports facilities (football pitches, tennis courts)	2.1%	32	0.7%	1	0.7%	1	1.8%	1	6.0%	4	7.4%	7	3.8%	4	2.6%	3	2.6%	3
Museum / art galleries	0.9%	13	1.2%	2	1.4%	2	0.9%	0	0.9%	1	0.0%	0	1.5%	1	1.0%	1	1.0%	1
Outdoor play areas / park facilities	2.5%	38	2.1%	4	0.7%	1	0.0%	0	2.4%	2	4.8%	5	4.5%	4	0.8%	1	1.7%	2
Paintballing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	1.3%	20	2.5%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Swimming pool	3.9%	59	5.1%	10	1.4%	2	8.8%	3	1.5%	1	13.5%	13	5.5%	5	6.4%	7	1.6%	2
Theatre	1.4%	22	1.3%	3	0.0%	0	1.0%	0	3.7%	3	0.7%	1	0.0%	0	1.0%	1	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.6%	9	0.8%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1
More for younger people to do	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	2.2%	2	2.1%	2	0.0%	0
More green spaces	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Indoor snow centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Theme park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0
Better upkeep of existing facilities	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	1	2.0%	2
Bowling green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.3%	4	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Library	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More family oriented activities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better facilities for the disabled	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1512		196		134		34		71		99		99		109		114	
Sample:	1511		103		104		100		101		101		101		99		100	

Mean score: [Miles]

Q49CHow far would you be willing to travel to access (MOST IMPORTANT FACILITY MENTIONED AT Q49A)?*Those who mentioned a facility at Q49A*

1 - 5 miles	36.8%	152	11.1%	6	11.5%	5	37.6%	3	36.9%	8	65.2%	28	41.0%	11	47.4%	9	30.5%	10
6 - 10 miles	18.1%	75	6.8%	4	13.6%	5	34.7%	2	12.7%	3	6.2%	3	15.0%	4	10.7%	2	38.5%	12
11 - 15 miles	9.5%	39	7.0%	4	39.0%	15	18.5%	1	14.0%	3	6.6%	3	5.7%	1	10.3%	2	2.8%	1
16 - 20 miles	11.2%	46	32.4%	18	0.0%	0	4.3%	0	9.9%	2	6.5%	3	11.3%	3	4.9%	1	8.5%	3
21 - 25 miles	3.2%	13	9.1%	5	4.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.5%	1
26 - 30 miles	4.1%	17	9.3%	5	9.0%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	11.5%	2	3.5%	1
31 - 39 miles	1.3%	5	2.7%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40 - 49 miles	2.3%	9	2.3%	1	6.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	5.8%	1	0.0%	0
50 miles or more	2.7%	11	4.7%	3	11.4%	5	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
(Don't know / refused)	10.8%	45	14.5%	8	4.6%	2	5.0%	0	22.0%	5	14.0%	6	11.3%	3	9.5%	2	12.7%	4
Mean:	12.88		21.07		20.52		8.04		10.55		6.18		16.83		11.22		10.43	
Weighted base:	413		55		40		7		22		42		26		20		32	
Sample:	399		30		26		18		34		51		26		18		27	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q50 How do you normally travel when visiting leisure destinations?																		
Car / van (as driver)	64.4%	974	61.0%	119	74.4%	100	70.4%	24	73.2%	52	58.5%	58	69.3%	68	63.4%	69	78.4%	89
Car / van (as passenger)	12.2%	184	11.4%	22	13.7%	18	14.9%	5	9.2%	7	19.1%	19	13.6%	13	11.1%	12	7.2%	8
Bus, minibus or coach	7.2%	109	5.8%	11	1.9%	3	3.6%	1	5.4%	4	9.7%	10	8.0%	8	8.9%	10	5.4%	6
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Walk	7.7%	116	9.6%	19	7.5%	10	2.9%	1	4.5%	3	6.7%	7	0.7%	1	5.3%	6	3.4%	4
Taxi	1.6%	23	2.5%	5	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.6%	3	2.6%	3	0.8%	1
Train	0.4%	6	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bicycle	0.5%	7	0.7%	1	0.7%	1	0.0%	0	0.9%	1	0.8%	1	1.7%	2	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Horse & wagon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	5.7%	87	6.8%	13	1.9%	3	8.2%	3	5.0%	4	4.4%	4	2.5%	2	6.0%	7	5.0%	6
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

GEN Gender of respondent.

Male	30.4%	459	30.0%	59	27.0%	36	21.5%	7	27.4%	19	29.7%	29	34.1%	34	29.9%	33	33.6%	38
Female	69.6%	1053	70.0%	137	73.0%	98	78.5%	26	72.6%	52	70.3%	70	65.9%	65	70.1%	77	66.4%	75
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

AGE Could I ask how old you are please?

18 – 24 years	3.1%	46	6.5%	13	0.0%	0	0.0%	0	7.6%	5	6.8%	7	0.0%	0	0.0%	0	4.2%	5
25 – 34 years	14.5%	219	19.5%	38	27.0%	36	8.7%	3	7.6%	5	20.4%	20	7.8%	8	4.4%	5	8.4%	10
35 – 44 years	15.9%	240	23.7%	46	15.6%	21	6.7%	2	21.8%	15	17.0%	17	27.1%	27	11.8%	13	6.5%	7
45 – 54 years	19.9%	300	28.0%	55	25.8%	35	12.3%	4	30.3%	22	22.6%	22	21.2%	21	17.7%	19	16.9%	19
55 – 64 years	19.1%	289	6.9%	13	12.0%	16	26.8%	9	13.4%	10	12.9%	13	17.6%	17	32.2%	35	27.8%	32
65+ years	25.5%	385	12.2%	24	19.6%	26	40.9%	14	18.4%	13	18.5%	18	24.2%	24	30.5%	33	34.0%	39
(Refused)	2.1%	32	3.4%	7	0.0%	0	4.5%	2	1.0%	1	1.8%	2	2.0%	2	3.4%	4	2.2%	2
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

EMP Is the chief wage earner in full-time or part-time employment?

Full-time	63.5%	783	81.8%	132	65.3%	82	51.2%	13	68.0%	40	61.2%	49	63.1%	49	56.6%	50	52.6%	52
Part-time	11.4%	140	9.3%	15	10.7%	13	2.5%	1	14.9%	9	18.6%	15	12.0%	9	8.4%	7	10.6%	10
Retired - private company pension	24.5%	302	8.9%	14	24.0%	30	44.8%	11	17.0%	10	20.2%	16	23.7%	18	35.0%	31	36.8%	36
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	8	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		1233		161		126		25		59		80		77		89		98
Sample:		1191		81		94		72		84		83		76		79		86

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

One	20.7%	312	23.1%	45	15.9%	21	14.0%	5	20.1%	14	28.5%	28	19.9%	20	15.3%	17	20.2%	23
Two	53.9%	815	45.8%	90	66.7%	90	64.7%	22	48.0%	34	42.4%	42	59.7%	59	60.4%	66	55.9%	63
Three	14.3%	216	19.6%	38	12.8%	17	12.5%	4	18.1%	13	18.0%	18	13.0%	13	13.8%	15	6.2%	7
Four	7.4%	112	5.1%	10	3.3%	4	5.7%	2	13.0%	9	6.8%	7	4.8%	5	4.4%	5	11.4%	13
Five	1.1%	16	0.7%	1	1.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.9%	2	4.1%	5
Six or more	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0
(Refused)	2.5%	37	5.9%	11	0.0%	0	3.1%	1	0.0%	0	3.1%	3	1.8%	2	3.4%	4	2.2%	2
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CHI How many children aged under 16 years old are there living in your household?																		
None	69.5%	1050	57.4%	112	66.5%	89	78.6%	27	74.8%	53	61.9%	61	63.5%	63	82.7%	90	79.0%	90
One	12.3%	187	10.6%	21	15.5%	21	3.5%	1	13.5%	10	16.3%	16	14.2%	14	8.0%	9	9.6%	11
Two	11.9%	180	15.9%	31	14.7%	20	14.7%	5	10.3%	7	10.1%	10	18.3%	18	5.1%	6	6.7%	8
Three	3.4%	52	8.4%	17	2.6%	4	0.0%	0	1.5%	1	7.3%	7	2.3%	2	0.9%	1	2.5%	3
Four	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	41	7.8%	15	0.0%	0	3.1%	1	0.0%	0	3.1%	3	1.8%	2	3.4%	4	2.2%	2
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

CAR How many cars does your household own or have the use of?

None	11.5%	173	10.2%	20	3.3%	4	4.2%	1	8.4%	6	19.1%	19	10.6%	10	11.6%	13	11.7%	13
One	38.6%	583	32.0%	63	39.2%	53	33.7%	11	34.4%	24	32.4%	32	40.0%	39	35.4%	39	29.1%	33
Two	36.5%	552	40.2%	79	45.8%	62	45.9%	15	38.4%	27	37.1%	37	39.4%	39	31.0%	34	43.0%	49
Three or more	10.7%	161	10.5%	20	11.6%	16	13.1%	4	18.7%	13	8.3%	8	8.2%	8	18.6%	20	13.0%	15
(Refused)	2.8%	42	7.1%	14	0.0%	0	3.1%	1	0.0%	0	3.1%	3	1.8%	2	3.4%	4	3.2%	4
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

HOM Do you own your own home?

Yes	74.4%	1124	57.1%	112	65.3%	88	71.4%	24	84.0%	60	69.4%	69	77.2%	76	84.4%	92	83.4%	95
No	22.6%	341	37.1%	73	34.0%	46	23.5%	8	16.0%	11	27.5%	27	20.2%	20	12.2%	13	13.4%	15
(Refused)	3.1%	46	5.9%	11	0.6%	1	5.1%	2	0.0%	0	3.1%	3	2.6%	3	3.4%	4	3.2%	4
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	96.4%	1457	92.2%	181	98.5%	132	94.1%	32	99.2%	71	95.0%	94	94.3%	93	95.8%	105	97.8%	111
Indian	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Chinese	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mixed Race	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.0%	45	6.5%	13	1.5%	2	5.0%	2	0.8%	1	3.1%	3	1.7%	2	3.4%	4	2.2%	2
Weighted base:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

ZON Zone:

Zone 1	12.9%	196	100.0%	196	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.9%	134	0.0%	0	100.0%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.7%	71	0.0%	0	0.0%	0	0.0%	0	100.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.6%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0
Zone 7	7.2%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	109	0.0%	0
Zone 8	7.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Zone 9	5.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	7.6%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	7.9%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	6.6%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	6.2%	94	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:		1512		196		134		34		71		99		99		109		114
Sample:		1511		103		104		100		101		101		101		99		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
NE69 7	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NE70 7	0.3%	5	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NE71 6	0.6%	9	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD10 6	0.2%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD11 3	2.5%	38	19.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD12 4	0.5%	8	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD14 5	2.6%	39	20.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD15 1	1.2%	18	9.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD15 2	2.9%	45	22.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD5 7	1.4%	21	10.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD5 8	0.8%	12	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TD8 6	1.4%	22	0.0%	0	16.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1512	196		134		34		71		99		99		109		114	
Sample:	1511	103		104		100		101		101		101		99		100	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q01 Where did you last go to undertake your main food and grocery shopping?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
Aldi, North Road, Berwick-upon-Tweed	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Street, Tweedmouth	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dicksons Yard, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wooler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Seahouses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newtown Street, Duns	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roxburgh Street, 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
Co-op, West Street, Belford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Loaning Meadows, Berwick-upon-Tweed	3.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Rothbury	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Jewellers Wynd, High Street, 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
Co-op, Victoria Road, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Road, Alnwick	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	2.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Avenue, Alnwick																
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North End, Longhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Aldi, Morpeth Road, Ashington	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	10.4%	10	9.2%	8
Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	1.8%	2
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 The Square, Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Asda, Cowpen Road, Blyth	5.2%	76	0.0%	0	0.0%	0	4.9%	5	12.2%	14	1.0%	1	2.6%	3	5.6%	5
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Newcastle Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 10-12 Station Road, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Road, Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Choppington Road, Bedlington	1.1%	17	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Co-op, Avenue Road, Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Belsay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15-21 Broadway, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newburn Road, Throckley	1.0%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Heddon Service Station, Heddon-on-the-Wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 27 Main Street, Ponteland	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 8																
Co-op, Derwent Street, Chopwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakfield Terrace, Prudhoe	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Aldi, Haugh Lane Industrial Estate, Hexham	3.0%	43	20.6%	15	24.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3-5 Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.3%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.2%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	3.8%	55	37.9%	28	22.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	28	24.5%	18	5.7%	4	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0
Zone 10																
Allendale	0.1%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, 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
Co-op, Main Street, Haltwhistle	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	0.8%	12	0.0%	0	16.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Aldi, Cumbrian Road, Cramlington	3.0%	43	0.0%	0	0.0%	0	20.6%	23	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	3.5%	52	0.0%	0	0.0%	0	28.1%	32	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, 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
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, 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
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, 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
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	4.1%	60	0.0%	0	0.0%	0	35.1%	40	2.6%	3	5.0%	4	0.6%	1	0.0%	0
Spar, West View, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	2.3%	34	0.0%	0	0.0%	0	0.0%	0	19.4%	23	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	2.1%	31	0.0%	0	0.0%	0	3.5%	4	13.9%	16	0.0%	0	1.2%	1	5.2%	5
Blyth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	4.3%	63	0.0%	0	0.0%	0	0.8%	1	37.4%	44	0.0%	0	0.6%	1	0.0%	0
Zone 13																
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	11	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.6%	2
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	4.9%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	40	2.1%	2	12.5%	11
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	9.7%	142	0.0%	0	0.0%	0	0.7%	1	0.8%	1	3.4%	2	65.8%	65	36.1%	32
Co-op, 202 Milburn Road, Ashington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Station Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Iceland, Bellway House, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.4%	7	0.9%	1
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-11 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Widdrington Station, Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Heron Foods, Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area - Carlisle																
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	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, Brampton	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, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.4%	6	0.0%	0	5.4%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Aldi, Front Street, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	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, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.9%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 32 Durham Road, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Genesis Way, Consett	0.4%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Aldi, Whittingehame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Aldi, Cavendish Way, Penrith	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.2%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																

Column %ges.

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for WYG

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Fort Retail Park, Edinburgh	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.4%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	1.5%	22	1.6%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.3%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	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, Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro 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
Morrisons, Shibdon Road, Blaydon-on-tyne	1.4%	20	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Newcastle Upon Tyne								
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	1.3%	18	0.0%	0	0.9%	1	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.2%	2	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							
Lidl, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle upon Tyne	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, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, 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
M&S Simply Food, Multiyork House, 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
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.5%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.9%	1

Column % ges.

Northumberland Household Survey for WYG

Weighted:

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Tyne																
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
Aldi, Great Lime Road, Newcastle Upon Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tynemouth Road, Wallsend	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Hadrian Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Newcastle Upon Tyne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 14-16 Park Avenue, 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%	0
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Wideopen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 11-12 Park View Shopping Centre, 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%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Battle Hill Drive, 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
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hillheads Road, 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%	0
Morrisons, Preston North Road, North 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
Morrisons, The Killingworth	1.9%	27	0.0%	0	0.0%	0	2.0%	2	1.9%	2	0.0%	0	0.8%	1	1.1%	1

Column %ges.

Northumberland Household Survey

for WYG

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Centre, Newcastle Upon Tyne																
North Shields	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, Outside Study Area - North Tyneside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.9%	13	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Aldi, King Street, Galashiels	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Galashiels															
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Mart Street, Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Paton Street, Galashiels	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	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:	1454			74		75		113		118		72		99	
Sample:	1454			96		94		98		100		98		99	

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Mean score: [£]																
Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?																
Those who gave a destination at Q01																
£1 - £5	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0
£6 - £10	1.1%	16	4.9%	4	0.8%	1	0.7%	1	0.0%	0	2.6%	2	0.0%	0	0.8%	1
£11 - £15	2.3%	34	3.3%	3	3.1%	2	2.7%	3	3.3%	4	2.7%	2	4.6%	5	0.0%	0
£16 - £20	4.4%	66	7.8%	6	2.5%	2	2.8%	3	7.0%	8	4.1%	3	0.0%	0	1.8%	2
£21 - £25	2.6%	38	2.8%	2	0.0%	0	3.4%	4	3.2%	4	4.4%	3	0.0%	0	2.7%	3
£26 - £30	6.8%	102	2.3%	2	5.6%	4	2.6%	3	8.5%	10	8.4%	6	9.3%	9	1.7%	2
£31 - £35	2.2%	33	1.1%	1	4.8%	4	4.6%	5	0.0%	0	2.4%	2	2.6%	3	1.7%	2
£36 - £40	5.9%	90	10.8%	8	7.3%	6	5.0%	6	5.7%	7	8.3%	6	6.7%	7	3.5%	3
£41 - £45	2.1%	31	2.5%	2	3.3%	3	3.5%	4	2.5%	3	1.8%	1	2.2%	2	0.9%	1
£46 - £50	8.3%	125	6.9%	5	13.2%	10	8.5%	10	4.5%	5	9.3%	7	6.3%	6	10.1%	9
£51 - £55	2.8%	42	0.0%	0	1.7%	1	4.5%	5	0.7%	1	4.2%	3	4.0%	4	3.5%	3
£56 - £60	8.0%	120	6.5%	5	8.9%	7	10.5%	12	7.3%	9	6.1%	4	6.7%	7	6.1%	6
£61 - £65	3.3%	50	1.6%	1	1.7%	1	1.5%	2	5.8%	7	2.4%	2	2.0%	2	1.7%	2
£66 - £70	8.5%	129	7.3%	6	9.9%	8	10.9%	12	8.5%	10	7.4%	5	6.0%	6	14.9%	14
£71 - £75	1.3%	19	2.4%	2	2.3%	2	0.0%	0	0.0%	0	2.5%	2	2.2%	2	1.9%	2
£76 - £80	7.1%	106	9.2%	7	4.6%	4	5.0%	6	9.8%	12	4.7%	3	6.0%	6	7.3%	7
£81 - £85	1.6%	25	0.0%	0	0.0%	0	0.8%	1	0.7%	1	1.0%	1	3.9%	4	2.9%	3
£86 - £90	3.9%	58	2.8%	2	1.7%	1	1.4%	2	1.9%	2	4.5%	3	6.6%	7	4.4%	4
£91 - £95	0.5%	8	0.8%	1	0.8%	1	3.5%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0
£96 - £100	8.9%	134	7.4%	6	11.4%	9	11.1%	13	9.3%	11	8.8%	6	12.6%	13	10.6%	10
£101 - £120	4.7%	71	2.5%	2	2.4%	2	3.4%	4	5.7%	7	8.8%	6	7.9%	8	7.8%	7
£121 - £140	2.3%	35	2.6%	2	0.8%	1	0.7%	1	0.0%	0	0.8%	1	5.3%	5	2.8%	3
£141 - £160	2.4%	37	0.0%	0	5.1%	4	0.0%	0	3.1%	4	1.6%	1	0.6%	1	1.8%	2
£161 - £180	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.9%	14	0.8%	1	1.7%	1	1.4%	2	0.9%	1	0.8%	1	0.0%	0	1.9%	2
£201 - £250	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	5.7%	85	13.0%	10	5.4%	4	11.8%	13	7.0%	8	0.8%	1	3.9%	4	5.3%	5
(Refused)	1.2%	19	0.8%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	2.8%	3
Mean:	68.38		58.67		67.22		64.87		66.32		62.49		70.46		79.38	
Weighted base:	1505		76		79		114		120		73		100		94	
Sample:	1506		99		100		100		102		100		100		100	

Q03 Which retailer do you purchase your main food internet / home delivery shopping from?*Those who shop online at Q01*

Asda	27.5%	14	35.8%	1	0.0%	0	50.0%	1	50.0%	1	50.0%	1	100.1%	1	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%
Sainsbury's	18.2%	9	0.0%	0	14.2%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	18.8%
Tesco	50.7%	26	64.2%	1	85.8%	4	50.0%	1	0.0%	0	50.0%	1	0.0%	0	62.5%
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		51		2		4		2		2		1		1	5
Sample:		52		3		6		2		2		2		1	5

Q04 For your last main food internet / home delivery shopping order, how did you receive your goods?*Those who shop online at Q01*

Collection at store	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%
Home delivery	98.1%	50	100.0%	2	100.0%	4	100.0%	2	100.0%	2	100.0%	1	100.1%	1	81.2%
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		51		2		4		2		2		1		1	5
Sample:		52		3		6		2		2		2		1	5

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q05 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																
<i>Those who gave a destination at Q01</i>																
Accessibility by public transport	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.4%	22	2.6%	2	4.0%	3	0.7%	1	1.9%	2	0.8%	1	0.7%	1	2.7%	3
Choice of food goods available	8.2%	124	7.5%	6	6.7%	5	6.1%	7	8.8%	11	10.9%	8	15.4%	15	14.0%	13
Choice of shops nearby selling non-food goods	0.7%	11	0.0%	0	0.8%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.9%	1
Choice of shops selling food goods	0.8%	12	0.8%	1	0.8%	1	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	2.1%	31	2.7%	2	1.5%	1	0.7%	1	1.7%	2	0.0%	0	0.8%	1	0.9%	1
Click & Collect service	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.1%	32	0.8%	1	1.7%	1	1.3%	1	0.0%	0	1.1%	1	0.6%	1	3.3%	3
Good internal layout	1.0%	16	0.0%	0	1.6%	1	0.7%	1	0.9%	1	0.8%	1	2.1%	2	3.3%	3
Good service / friendly staff	0.6%	8	0.0%	0	0.8%	1	1.5%	2	1.5%	2	0.8%	1	0.6%	1	0.0%	0
Habit / always use it / preference for retailer	4.7%	71	1.8%	1	7.3%	6	14.0%	16	3.7%	4	1.0%	1	1.9%	2	3.6%	3
Internet shopping is convenient	0.6%	9	0.0%	0	2.3%	2	0.7%	1	0.8%	1	1.0%	1	0.8%	1	2.6%	2
Lower prices	16.2%	243	15.8%	12	21.4%	17	18.1%	21	12.8%	15	15.5%	11	13.7%	14	13.6%	13
Loyalty card / points scheme	0.7%	11	0.8%	1	0.0%	0	0.0%	0	0.7%	1	2.8%	2	0.0%	0	1.0%	1
Near to home	32.1%	483	29.6%	22	23.6%	19	31.0%	35	31.5%	38	39.1%	29	40.6%	41	28.9%	27
Near to work	2.6%	39	0.0%	0	1.0%	1	1.3%	2	1.6%	2	0.8%	1	2.0%	2	0.9%	1
Nice shopping environment	1.3%	20	3.7%	3	0.8%	1	5.7%	7	1.0%	1	1.0%	1	0.0%	0	0.8%	1
Only one in the area / no other choice	2.1%	32	0.0%	0	3.5%	3	0.0%	0	0.7%	1	0.8%	1	1.5%	2	0.8%	1
Preference for retailer	1.7%	26	1.6%	1	1.0%	1	1.3%	1	0.8%	1	0.8%	1	1.8%	2	4.9%	5
Provision of leisure facilities nearby	0.3%	5	1.5%	1	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.9%	104	13.3%	10	8.2%	6	3.0%	3	8.5%	10	11.8%	9	4.2%	4	5.5%	5
Quality of shops selling food goods	0.3%	5	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.1%	17	1.5%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	1.3%	1	1.7%	2
Value for money	5.4%	81	7.4%	6	9.2%	7	7.6%	9	7.1%	8	3.2%	2	1.3%	1	5.7%	5
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
Close to friends / family	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.8%	88	6.6%	5	3.1%	2	3.6%	4	11.9%	14	6.1%	4	10.8%	11	4.9%	5
Weighted base:		1505		76		79		114		120		73		100		94
Sample:		1506		99		100		100		102		100		100		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q06 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?																
Those who gave a destination at Q01																
Nothing	68.8%	1036	64.2%	49	73.5%	58	65.3%	75	66.7%	80	69.0%	51	71.5%	72	65.0%	61
Change layout too often	1.1%	16	0.0%	0	0.8%	1	2.1%	2	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Difficult / expensive parking	1.4%	21	1.0%	1	1.5%	1	2.7%	3	0.0%	0	3.4%	2	0.6%	1	2.7%	3
Difficult to get to	0.3%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Expensive	5.4%	82	5.7%	4	5.8%	5	5.9%	7	2.4%	3	0.0%	0	1.4%	1	7.4%	7
Lack of cycle parking	0.1%	1	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.2%	17	4.9%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.9%	2
Lack of public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	7.7%	116	5.2%	4	7.4%	6	7.1%	8	11.2%	13	14.9%	11	9.9%	10	9.7%	9
No petrol station	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	15	0.8%	1	0.8%	1	0.0%	0	0.7%	1	1.7%	1	0.6%	1	0.0%	0
Poor quality	2.2%	33	0.0%	0	1.0%	1	5.8%	7	0.7%	1	0.0%	0	4.6%	5	1.0%	1
Staff rude / unhelpful	1.2%	18	5.7%	4	0.0%	0	0.7%	1	1.5%	2	0.0%	0	0.8%	1	1.7%	2
Too busy	1.3%	19	3.5%	3	2.8%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.7%	2
Too far away	1.0%	15	0.0%	0	0.8%	1	0.8%	1	1.7%	2	3.4%	3	0.0%	0	3.6%	3
Too small	2.1%	32	1.6%	1	0.0%	0	4.0%	5	2.6%	3	2.0%	1	2.0%	2	2.7%	3
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
Not a nice environment	2.0%	29	1.0%	1	0.0%	0	0.0%	0	5.6%	7	2.4%	2	1.9%	2	0.0%	0
Internet issues	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1
Not enough checkouts open	0.9%	13	0.0%	0	0.8%	1	2.0%	2	2.2%	3	0.0%	0	0.0%	0	0.9%	1
Misleading special offers	0.2%	4	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	21	3.6%	3	1.5%	1	2.2%	2	0.8%	1	0.8%	1	5.3%	5	0.8%	1
Weighted base:		1505		76		79		114		120		73		100		94
Sample:		1506		99		100		100		102		100		100		100

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q07 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Those who gave a destination at Q01

Daily	0.9%	14	1.0%	1	1.7%	1	0.0%	0	2.4%	3	2.4%	2	0.0%	0	0.0%	0
At least two times a week	10.9%	164	11.0%	8	6.4%	5	15.4%	18	17.9%	22	17.7%	13	8.1%	8	5.0%	5
At least once a week	60.9%	917	68.9%	52	52.0%	41	61.6%	70	56.3%	68	62.1%	45	58.0%	58	62.1%	58
At least once a fortnight	16.5%	248	9.5%	7	25.2%	20	14.6%	17	15.4%	19	10.7%	8	18.2%	18	19.5%	18
At least once a month	6.9%	103	7.3%	6	8.1%	6	5.7%	6	7.0%	8	4.5%	3	8.8%	9	6.2%	6
At least every two months	1.1%	17	0.8%	1	0.8%	1	1.3%	2	0.0%	0	1.0%	1	0.0%	0	4.4%	4
Less often	0.6%	9	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Have only visited once	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	31	0.8%	1	5.8%	5	0.7%	1	0.9%	1	0.8%	1	3.1%	3	2.8%	3
Mean:	1.24		1.28		1.11		1.33		1.56		1.58		1.06		0.97	
Weighted base:	1505		76		79		114		120		73		100		94	
Sample:	1506		99		100		100		102		100		100		100	

Q08 How do you normally travel to (STORE MENTIONED AT Q01)?

Not those who shop online at Q01

Car / van (as driver)	73.0%	1061	76.6%	56	64.7%	48	84.2%	95	54.8%	65	71.0%	51	63.3%	63	79.8%	70
Car / van (as passenger)	13.4%	195	11.9%	9	19.1%	14	6.4%	7	20.5%	24	7.7%	6	15.7%	16	15.0%	13
Bus, minibus or coach	3.9%	57	0.8%	1	0.0%	0	2.8%	3	6.5%	8	0.8%	1	3.3%	3	3.5%	3
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Walk	7.9%	115	8.4%	6	14.3%	11	4.6%	5	15.1%	18	19.6%	14	11.9%	12	1.8%	2
Taxi	0.6%	9	0.8%	1	0.0%	0	1.3%	1	0.8%	1	0.0%	0	2.6%	3	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Mobility scooter / disability vehicle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	7	1.6%	1	1.8%	1	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1454		74		75		113		118		72		99		88
Sample:		1454		96		94		98		100		98		99		95

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Mean score: [Minutes]																
Q09 How long did your last journey to (STORE MENTIONED AT Q01) take?																
Not those who shop online at Q01																
1 - 5 minutes	33.8%	491	39.5%	29	17.9%	13	69.6%	78	46.5%	55	46.3%	33	52.2%	52	6.3%	6
6 - 10 minutes	27.4%	399	30.8%	23	15.8%	12	18.0%	20	36.9%	44	34.4%	25	28.0%	28	27.8%	25
11 - 15 minutes	15.3%	222	16.0%	12	7.8%	6	8.4%	9	6.7%	8	7.0%	5	7.3%	7	18.2%	16
16 - 20 minutes	12.2%	178	6.8%	5	12.3%	9	2.0%	2	6.7%	8	8.3%	6	4.8%	5	32.9%	29
21 - 25 minutes	3.2%	47	2.4%	2	13.8%	10	1.4%	2	0.0%	0	1.6%	1	1.2%	1	7.5%	7
26 - 30 minutes	4.0%	58	3.6%	3	15.4%	11	0.0%	0	1.6%	2	1.6%	1	3.1%	3	6.1%	5
31 minutes +	3.2%	47	0.0%	0	15.4%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	12	0.8%	1	1.7%	1	0.0%	0	1.5%	2	0.0%	0	3.3%	3	1.1%	1
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	12.30		9.98		21.45		6.31		8.52		9.22		8.61		16.15	
Weighted base:	1454		74		75		113		118		72		99		88	
Sample:	1454		96		94		98		100		98		99		95	
Q10 When do you normally do your main food shopping?																
Weekdays during the day	43.9%	664	35.9%	27	57.9%	46	55.9%	64	38.9%	47	46.9%	34	32.7%	33	48.6%	45
Weekdays during the evening	12.7%	192	10.0%	8	4.3%	3	7.7%	9	12.5%	15	9.5%	7	10.8%	11	9.5%	9
Saturday	13.4%	202	12.5%	10	18.5%	15	12.8%	15	10.5%	13	14.1%	10	16.2%	16	13.5%	13
Sunday	3.6%	55	5.2%	4	1.5%	1	2.0%	2	5.3%	6	1.6%	1	1.9%	2	0.0%	0
(Don't know / varies)	26.4%	398	36.4%	28	17.8%	14	21.6%	25	32.8%	39	27.9%	20	38.4%	39	28.4%	27
Weighted base:	1512		76		79		114		120		73		100		94	
Sample:	1511		100		100		100		102		100		100		100	
Q11 When you go main food shopping is your trip linked with any other activity?																
Not those who shop online at Q01																
Yes – non-food shopping	8.0%	117	8.5%	6	11.5%	9	5.7%	6	4.8%	6	7.3%	5	5.9%	6	11.0%	10
Yes – other-food shopping	6.4%	94	11.8%	9	13.8%	10	8.4%	9	8.1%	10	6.9%	5	4.8%	5	7.8%	7
Yes – visiting services such as banks and other financial institutions	2.6%	38	4.2%	3	5.1%	4	2.2%	3	1.8%	2	1.0%	1	1.4%	1	0.9%	1
Yes – leisure activity	2.8%	41	3.4%	3	6.0%	4	0.0%	0	1.9%	2	3.6%	3	0.6%	1	6.5%	6
Yes – travelling to / from work	5.0%	72	5.2%	4	2.6%	2	1.4%	2	0.8%	1	5.9%	4	0.0%	0	4.8%	4
Yes – travelling to / from school / college / university	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes – getting petrol	2.5%	36	0.0%	0	1.8%	1	2.7%	3	1.0%	1	1.8%	1	3.3%	3	3.0%	3
Yes – visiting café / pub / restaurant	3.6%	53	2.7%	2	2.4%	2	2.9%	3	4.8%	6	0.8%	1	5.3%	5	3.0%	3
Yes – visiting family / friends	2.5%	37	2.6%	2	4.3%	3	1.4%	2	0.7%	1	0.0%	0	3.3%	3	3.0%	3
Yes – visiting health service such as doctor, dentist, hospital	0.6%	9	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.6%	1	0.6%	1	0.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.2%	17	0.8%	1	2.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	62.5%	913	57.0%	42	45.3%	34	74.0%	83	74.5%	88	66.4%	48	69.3%	69	56.5%	50
(Don't know / varies)	2.0%	29	4.0%	3	0.0%	0	1.4%	2	1.5%	2	3.6%	3	5.4%	5	1.8%	2
Weighted base:	1460		74		75		113		118		72		99		88	
Sample:	1459		97		94		98		100		98		99		95	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q12 Where do you do this linked trip?																
<i>Those who do other food / non-food shopping / use services at Q11 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	4.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	6
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	7.9%	20	0.0%	0	0.0%	0	4.0%	1	0.0%	0	5.7%	1	78.2%	9	21.3%	4
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Zone 5															
Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8															
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9															
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	14.4%	36	72.8%	13	58.4%	13	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	1.5%	4	20.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Allendale	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	1.1%	3	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11															
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cramlington	12.5%	31	0.0%	0	0.0%	0	65.3%	12	0.0%	0	16.5%	2	0.0%	0	0.0%
Manor Walks Retail Park, Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1	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	
Manor Walks Shopping Centre, Cramlington	2.2%	6	0.0%	0	0.0%	0	26.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	11.0%	27	0.0%	0	0.0%	0	4.0%	1	87.9%	15	0.0%	0	0.0%	0	4.5%	1
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	8.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	72.1%	8	6.4%	1	34.4%	6
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.8%	2	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle															
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - County Durham															
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Consett	3.3%	8	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lanchester Garden Centre, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - East Lothian															
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Eden															
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Penrith	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Edinburgh															
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - England (Elsewhere)															
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Fife															
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Gateshead															
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaydon	0.5%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gateshead	1.4%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gateshead - Costco,	0.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Newcastle Upon Tyne																
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																
Kingston Park Centre, Newcastle Upon Tyne	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Park, Newcastle Upon Tyne																
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	248		18		23		18		17		11		12		17
Sample:	273		23		29		21		16		16		13		20

Q12A How do you normally travel to (LOCATION FROM Q12) when you do this linked trip?

Those who do other food / non-food shopping / use services at Q11

Car / van (as driver)	56.3%	140	43.7%	8	50.5%	11	65.1%	12	43.8%	8	46.2%	5	49.8%	6	75.1%	13
Car / van (as passenger)	9.9%	24	13.1%	2	18.0%	4	0.0%	0	11.5%	2	0.0%	0	6.4%	1	9.2%	2
Bus, minibus or coach	1.9%	5	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.7%	74	43.2%	8	31.5%	7	21.7%	4	39.6%	7	53.8%	6	38.8%	5	15.7%	3
Taxi	0.6%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	5.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	248		18		23		18		17		11		12		17	
Sample:	273		23		29		21		16		16		13		20	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q13 Where else do you undertake you main food and grocery shopping?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
Aldi, North Road, Berwick-upon-Tweed	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Street, Tweedmouth	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Berwick-upon-tweed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dicksons Yard, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newtown Street, Duns	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roxburgh Street, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, 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
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Loaning Meadows, Berwick-upon-Tweed	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Co-op, Bondgate, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Jewellers Wynd, High Street, Jedburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Road, Alnwick	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn	4.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	7

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Avenue, Alnwick																
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North End, Longhoughton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Aldi, Morpeth Road, Ashington	3.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	22.6%	11	4.3%	2
Ashington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 The Square, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Asda, Cowpen Road, Blyth	5.6%	43	0.0%	0	0.0%	0	3.6%	2	27.7%	16	0.0%	0	1.2%	1	0.0%	0
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Newcastle Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 10-12 Station Road, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Road, Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Choppington Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Co-op, Avenue Road, Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Belsay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15-21 Broadway, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Great North 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
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Villas, Ponteland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newburn Road, Throckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Heddon Service Station, Heddon-on-the-Wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 27 Main Street, Ponteland	0.7%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Co-op, Derwent Street, Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakfield Terrace, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Aldi, Haugh Lane Industrial Estate, Hexham	3.4%	27	19.7%	10	22.9%	10	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Co-op, 3-5 Hill Street, Corbridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.6%	5	4.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	4.8%	37	27.8%	15	27.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	2.8%	22	31.2%	17	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Aldi, Cumbrian Road, Cramlington	2.1%	16	0.0%	0	0.0%	0	16.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	4.2%	33	0.0%	0	0.0%	0	48.2%	21	3.2%	2	11.3%	4	0.0%	0	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.7%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.1%	1
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	3.2%	25	0.0%	0	0.0%	0	12.0%	5	3.6%	2	2.2%	1	2.8%	1	2.1%	1
Spar, West View, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.6%	13	0.0%	0	0.0%	0	0.0%	0	11.6%	7	0.0%	0	1.2%	1	2.8%	1
Asda Supermarket, Cowpen Road, Blyth	1.6%	13	0.0%	0	0.0%	0	0.0%	0	19.4%	11	0.0%	0	0.0%	0	0.0%	0
Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.4%	27	0.0%	0	0.0%	0	0.0%	0	26.1%	15	0.0%	0	4.0%	2	0.0%	0
Zone 13																
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	1.2%	1	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	3.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	8	2.5%	1	7.3%	3
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	4.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	19.8%	10	18.0%	7
Co-op, 202 Milburn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Heron Foods, Station Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Iceland, Bellway House, Woodhorn Road, Ashington	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7	0.0%	0	
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	9.0%	5	13.1%	5	
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 15																	
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 1-11 Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, West Market Street, Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Widdrington Station, Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, 93 Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Outside Study Area - Carlisle																	
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Petterill Bank Road, Carlisle	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Chandler Way, Kingstown	0.3%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Charlotte Street, Carlisle	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, Brampton	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Kingstown Road, Kingstown	0.4%	3	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Church Street, Carlisle	0.3%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Column % ges.

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St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Aldi, Front Street, Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	1.1%	8	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 32 Durham Road, Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Genesis Way, Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Aldi, Whittinghame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Aldi, Cavendish Way, Penrith	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Fort Retail Park, Edinburgh	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, Outside Study Area - Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Aldi, Metro Retail Park, Gibside Way, 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
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	1.2%	10	4.9%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.2%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	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, Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro 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
Morrisons, Shibdon Road, Blaydon-on-tyne	0.5%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle Upon Tyne															
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Shields Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey for WYG

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Lidl, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle upon Tyne	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, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
M&S Simply Food, Multiyork House, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	1	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	4.1%	32	0.0%	0	0.0%	0	3.4%	1	0.0%	0	9.6%	3	5.0%	3	2.1%	1

Column % ges.

Northumberland Household Survey

for WYG

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Tyne															
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
Aldi, Great Lime Road, Newcastle Upon Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Hadrian Road, Wallsend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitley Road, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 14-16 Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Road, Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Hillheads Road, Whitley Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, The Killingworth	2.1%	16	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	7.8%	4	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Centre, Newcastle Upon Tyne																
North Shields	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Aldi, King Street, Galashiels	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Galashiels															
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wilton Path, Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Mart Street, Hawick	0.8%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Commercial Road, Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Paton Street, Galashiels	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	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:	781			53		45		44		58		32		50	
Sample:	757			65		56		37		44		40		47	

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Mean score: [£]																
Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?																
Those who gave a destination at Q13																
£1 - £5	1.5%	12	2.2%	1	1.3%	1	1.7%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1
£6 - £10	2.7%	21	1.4%	1	0.0%	0	2.1%	1	3.5%	2	5.2%	2	1.2%	1	0.0%	0
£11 - £15	2.8%	22	1.4%	1	2.6%	1	5.2%	2	0.0%	0	1.7%	1	10.3%	5	2.1%	1
£16 - £20	7.8%	62	11.1%	6	7.6%	3	2.1%	1	9.5%	6	5.2%	2	3.0%	2	2.2%	1
£21 - £25	3.7%	30	10.0%	5	4.3%	2	1.7%	1	1.6%	1	3.9%	1	0.0%	0	6.2%	2
£26 - £30	9.1%	72	13.1%	7	18.0%	8	14.2%	6	6.9%	4	8.0%	3	5.2%	3	13.8%	5
£31 - £35	3.9%	31	1.1%	1	4.3%	2	0.0%	0	3.8%	2	5.5%	2	1.5%	1	2.6%	1
£36 - £40	9.7%	77	4.8%	3	8.8%	4	2.1%	1	14.3%	8	0.0%	0	6.3%	3	9.9%	4
£41 - £45	1.3%	10	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1
£46 - £50	7.9%	63	2.3%	1	2.7%	1	12.2%	5	7.8%	5	27.2%	9	6.3%	3	11.7%	4
£51 - £55	1.8%	14	1.1%	1	1.7%	1	6.9%	3	3.1%	2	3.7%	1	3.7%	2	0.0%	0
£56 - £60	8.1%	65	5.9%	3	19.6%	9	7.2%	3	8.3%	5	15.1%	5	15.1%	8	11.0%	4
£61 - £65	2.2%	17	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.5%	1	2.1%	1
£66 - £70	5.1%	40	0.0%	0	5.4%	2	5.2%	2	6.4%	4	3.6%	1	4.9%	3	2.6%	1
£71 - £75	1.7%	14	1.1%	1	4.0%	2	3.5%	2	0.0%	0	0.0%	0	7.9%	4	2.1%	1
£76 - £80	5.7%	45	3.9%	2	1.7%	1	14.4%	6	4.7%	3	0.0%	0	12.7%	7	2.6%	1
£81 - £85	0.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
£86 - £90	1.8%	14	2.6%	1	1.3%	1	0.0%	0	0.0%	0	3.9%	1	1.2%	1	0.0%	0
£91 - £95	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£96 - £100	7.0%	56	2.3%	1	5.8%	3	3.8%	2	14.2%	8	1.7%	1	10.1%	5	13.6%	5
£101 - £120	3.0%	24	2.3%	1	4.4%	2	9.1%	4	3.2%	2	1.9%	1	1.2%	1	4.1%	2
£121 - £140	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
£141 - £160	2.6%	21	2.3%	1	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	2.2%	1
£161 - £180	0.4%	3	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.7%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.3%	58	22.5%	12	5.2%	2	6.9%	3	7.8%	5	1.7%	1	3.9%	2	4.1%	2
(Refused)	0.9%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	57.02		54.62		50.75		60.39		58.21		59.46		58.65		57.84	
Weighted base:	792		53		46		44		59		33		51		38	
Sample:	770		65		58		37		45		41		48		39	

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q15 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?*Those who gave a destination at Q13*

Daily	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
At least two times a week	5.4%	43	4.1%	2	1.4%	1	3.8%	2	4.6%	3	9.8%	3	1.5%	1	6.7%
At least once a week	33.3%	264	42.5%	23	46.5%	21	32.2%	14	23.5%	14	33.3%	11	41.0%	21	35.0%
At least once a fortnight	24.5%	194	11.9%	6	37.9%	17	21.3%	9	13.4%	8	24.5%	8	18.6%	10	23.9%
At least once a month	21.2%	168	22.1%	12	5.9%	3	21.1%	9	45.9%	27	15.5%	5	19.9%	10	16.2%
At least every two months	5.6%	45	3.4%	2	3.0%	1	0.0%	0	3.2%	2	11.7%	4	16.5%	8	8.8%
Less often	2.3%	18	1.4%	1	1.3%	1	1.7%	1	4.7%	3	1.7%	1	0.0%	0	0.0%
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	6.9%	54	14.6%	8	4.0%	2	19.9%	9	4.6%	3	1.7%	1	2.5%	1	9.5%
Mean:	0.85		0.84		0.76		0.81		0.66		1.05		0.66		0.88
Weighted base:	792		53		46		44		59		33		51		38
Sample:	770		65		58		37		45		41		48		39

Q16 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	75.8%	1145	72.9%	55	72.9%	57	73.5%	84	82.8%	99	72.6%	53	80.4%	81	72.7%
No	24.2%	366	27.1%	21	27.1%	21	26.5%	30	17.2%	21	27.4%	20	19.6%	20	27.3%
Weighted base:	1512		76		79		114		120		73		100		94
Sample:	1511		100		100		100		102		100		100		100

Northumberland Household Survey

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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 go to undertake this 'top-up' food shopping?																
<i>Those who do top-up shopping at Q16 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
Aldi, North Road, Berwick-upon-Tweed	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Street, Tweedmouth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bamburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Berwick-upon-tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dicksons Yard, Eyemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wooler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highcroft, Kelso	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Seahouses	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wooler	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newtown Street, Duns	2.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roxburgh Street, Kelso	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Belford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenlaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Loaning Meadows, Berwick-upon-Tweed	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Tweedmouth	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, Ord Road, Berwick-upon-Tweed	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bondgate, Alnwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannongate, Jedburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Rothbury	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Jewellers Wynd, High Street, Jedburgh	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Alnwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Embleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Yetholm	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Road, Alnwick	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Morebattle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Otterburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	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, Pinnaclehill Industrial Estate, Kelso	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Avenue, Alnwick																
Shilbottle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lothian Road, Jedburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North End, Longhoughton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Aldi, Morpeth Road, Ashington	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	6.3%	4
Ashington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	1.3%	1
Co-op, 1-2 Gordon Terrace, Choppington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Co-op, 38 The Square, Choppington	1.1%	12	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Asda, Cowpen Road, Blyth	1.3%	15	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	1.3%	1
Bedlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Newcastle Road, Blyth	0.4%	5	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 10-12 Station Road, Bedlington	0.3%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newcastle Road, Newsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Choppington Road, Bedlington	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Co-op, Avenue Road, Seaton Delaval	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beresford Road, Hartley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Hartley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, South Seghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Belsay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 15-21 Broadway, Ponteland	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Merton Way, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bell Villas, Ponteland	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newburn Road, Throckley	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Heddon Service Station, Heddon-on-the-Wall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 27 Main Street, Ponteland	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Co-op, Derwent Street, Chopwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakfield Terrace, Prudhoe	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
JA Whitelaw, Birches Nook, 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
One Stop, Front Street, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Branch End Service Station, Main Road, 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
Spar, South View, Wylam	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	11	14.8%	8	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3-5 Hill Street, Corbridge	0.6%	7	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.4%	4	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.9%	10	7.5%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.2%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 17-21 Fore Street, Hexham	0.2%	2	3.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Maidens Walk, Hexham	0.4%	5	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 5 Alemouth Road, Hexham	1.9%	22	22.2%	12	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.7%	19	25.7%	14	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.3%	4	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 2-3 Parkside Place, Bellingham	0.2%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.7%	8	0.0%	0	15.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Haltwhistle	0.2%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Alston	0.2%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village Store, Castle Drive, Kielder	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fair Hill, Haltwhistle	1.4%	16	0.0%	0	27.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Alston	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wark	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Aldi, Cumbrian Road, Cramlington	1.6%	18	0.0%	0	0.0%	0	15.0%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	2.8%	32	0.0%	0	0.0%	0	21.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Glenluce Drive, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.4%	4	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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for WYG

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Manor Walks Retail Park, 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
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.2%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	48.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.1%	13	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	1.4%	16	0.0%	0	0.0%	0	0.0%	0	14.2%	14	0.0%	0	0.0%	0	0.0%	0
Blyth	1.9%	21	0.0%	0	0.0%	0	0.0%	0	19.5%	19	0.0%	0	0.0%	0	2.4%	2
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	1.1%	12	0.0%	0	0.0%	0	0.0%	0	10.3%	10	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	4.1%	46	0.0%	0	0.0%	0	0.0%	0	37.9%	37	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Iceland, 8-10 Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	10	0.0%	0	2.6%	2
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	1.3%	15	0.0%	0	0.0%	0	0.9%	1	0.0%	0	17.7%	9	0.0%	0	2.6%	2
Moorhouse Farm, Stannington Station Road, Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	1.2%	1
Morrisons, Dark Lane, Morpeth	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	13	0.0%	0	7.8%	5
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	22	10.7%	7
Co-op, 202 Milburn Road, Ashington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	9	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Heron Foods, Station Road, Ashington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0

Column % ges.

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Iceland, Bellway House, Woodhorn Road, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, North Seaton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0
Zone 15																
Amble	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Co-op, 1-11 Queen Street, Amble	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	11
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh 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
Co-op, West Market Street, Lynemouth	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	7.5%	5
Co-op, Widdrington Station, Widdrington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Heron Foods, Queen Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.0%	3
Outside Study Area - Carlisle																
Aldi, Kingstown Road, Kingstown	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	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, Brampton	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, Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Aldi, Front Street, 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
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	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, Lanchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 32 Durham Road, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Genesis Way, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Aldi, Whittinghame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Aldi, Cavendish Way, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																

Column % ges.

Northumberland Household Survey

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Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Fort Retail Park, Edinburgh	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	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, Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-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
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - 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
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Aldi, Stamfordham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Newcastle Upon Tyne																
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Lidl, Stamfordham Road, Newcastle Upon Tyne	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, 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
Local Shops, Walbottle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Multiyork House, Gosforth	0.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Newcastle	0.4%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	0.5%	6	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Tyne															
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
Aldi, Great Lime 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%
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Hadrian Road, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitley Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 14-16 Park Avenue, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Road, Wideopen	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Hillheads Road, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, The Killingworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Centre, Newcastle Upon Tyne																
North Shields	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, 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%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Aldi, King Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Galashiels															
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Mart Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Paton Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	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:	1118			53		56		82		98		51		80	
Sample:	1085			70		64		71		80		70		72	

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																
Q18 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q17)?																
<i>Those who gave a destination at Q17</i>																
Daily	6.9%	78	7.1%	4	6.8%	4	11.4%	9	1.9%	2	3.7%	2	10.7%	9	3.5%	2
At least two times a week	42.8%	482	48.9%	27	49.4%	28	42.8%	35	47.7%	47	52.5%	27	33.4%	27	29.1%	19
At least once a week	31.6%	356	32.5%	18	21.4%	12	33.0%	27	33.8%	33	34.2%	18	29.3%	23	44.8%	30
At least once a fortnight	8.2%	92	8.4%	5	11.7%	7	8.6%	7	10.8%	11	7.1%	4	9.8%	8	9.5%	6
At least once a month	2.3%	25	2.1%	1	1.4%	1	1.1%	1	2.8%	3	0.0%	0	5.3%	4	4.8%	3
At least every two months	1.0%	11	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Less often	0.3%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	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 / varies)	6.9%	78	1.1%	1	6.9%	4	2.1%	2	3.0%	3	2.5%	1	11.5%	9	5.3%	4
Mean:	2.75		2.85		2.93		2.95		2.52		2.81		2.76		2.03	
Weighted base:	1127		54		56		82		98		51		80		66	
Sample:	1089		72		65		71		80		70		72		69	

Mean score: [£]

Q19 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q17)?*Those who gave a destination at Q17*

£1 - £5	21.0%	237	28.3%	15	18.6%	10	14.8%	12	19.9%	20	15.7%	8	22.1%	18	24.7%	16
£6 - £10	25.9%	292	13.2%	7	33.1%	19	18.8%	15	31.2%	31	30.4%	16	27.2%	22	16.3%	11
£11 - £15	11.2%	126	13.0%	7	14.7%	8	10.8%	9	10.1%	10	11.6%	6	9.9%	8	10.3%	7
£16 - £20	14.6%	164	11.0%	6	6.9%	4	29.7%	24	15.0%	15	12.5%	6	18.1%	14	17.5%	12
£21 - £25	4.2%	47	2.5%	1	4.9%	3	7.7%	6	6.7%	7	10.1%	5	4.1%	3	3.6%	2
£26 - £30	6.4%	72	3.8%	2	8.2%	5	2.9%	2	4.7%	5	12.3%	6	8.4%	7	4.2%	3
£31 - £35	1.4%	16	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.2%	1
£36 - £40	2.8%	31	7.0%	4	2.4%	1	5.8%	5	0.0%	0	0.0%	0	2.3%	2	1.2%	1
£41 - £45	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
£46 - £50	1.2%	13	1.1%	1	2.2%	1	0.0%	0	1.0%	1	2.5%	1	0.0%	0	4.1%	3
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£61 - £65	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
£71 - £75	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.8%	88	12.5%	7	7.9%	4	6.9%	6	10.6%	10	4.9%	3	5.3%	4	9.3%	6
(Refused)	1.2%	13	3.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	15.75		16.76		15.08		17.96		13.01		15.86		13.92		19.14	
Weighted base:	1127		54		56		82		98		51		80		66	
Sample:	1089		72		65		71		80		70		72		69	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q20 Where else do you undertake your 'top-up' food shopping?																
<i>Those who do top-up shopping at Q16 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
Aldi, North Road, Berwick-upon-Tweed	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Street, Tweedmouth	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bamburgh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Berwick-upon-tweed	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dicksons Yard, Eyemouth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highcroft, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Seahouses	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wooler	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newtown Street, Duns	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roxburgh Street, Kelso	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, 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
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Northumberland Road, Berwick-upon-Tweed	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Loaning Meadows, Berwick-upon-Tweed	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bondgate, Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannongate, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, 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
Co-op, Jewellers Wynd, High Street, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Alnwick	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, South Road, Alnwick	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morebattle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Avenue, Alnwick															
Shilbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lothian Road, Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, North End, Longhoughton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3															
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4															
Aldi, Morpeth Road, Ashington	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	3.0%	1	0.0%
Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%
Co-op, 1-2 Gordon Terrace, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 38 The Square, Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guide Post	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5															
Asda, Cowpen Road, Blyth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 1 Newcastle Road, Blyth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.0%
Co-op, 10-12 Station Road, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Newcastle Road, Newsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Choppington Road, Bedlington	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Market Place, Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Co-op, Avenue Road, Seaton Delaval	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Beresford Road, Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Millway Garage, Beresford Road, Seaton Sluice	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Hartley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Main Street, South Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Belsay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 15-21 Broadway, Ponteland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Great North Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Merton Way, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Bell Villas, Ponteland	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Newburn Road, Throckley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Heddon Service Station, Heddon-on-the-Wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 27 Main Street, Ponteland	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8															
Co-op, Derwent Street, Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Oakfield Terrace, Prudhoe	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
JA Whitelaw, Birches Nook, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Front Street, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Branch End Service Station, Main Road, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, South View, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9															
Aldi, Haugh Lane Industrial Estate, Hexham	1.3%	5	11.7%	3	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 3-5 Hill Street, Corbridge	0.5%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Corbridge	0.8%	3	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	0.5%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 17-21 Fore Street, Hexham	1.3%	5	7.0%	2	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Maidens Walk, Hexham	2.2%	9	27.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, 5 Alemouth Road, Hexham	3.3%	13	15.7%	4	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Wentworth Park, Hexham	1.5%	6	14.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.3%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 2-3 Parkside Place, Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 4 Ratcliffe Road, Haydon Bridge	0.4%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Main Street, Haltwhistle	1.5%	6	0.0%	0	22.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Place, Alston	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.5%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kielder Village Store, Castle Drive, Kielder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Fair Hill, Haltwhistle	1.2%	5	0.0%	0	17.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Station Road, Alston	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wark	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11															
Aldi, Cumbrian Road, Cramlington	1.8%	7	0.0%	0	0.0%	0	30.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	2.4%	9	0.0%	0	0.0%	0	30.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Glenluce Drive, Cramlington	0.2%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cramlington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%
Home Bargains, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Westmoreland Retail Park, Cramlington	0.9%	4	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

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Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brockwell Centre, Northumberland Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Glenluce Court, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Brockwell Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Manor Walks Shopping Centre, Cramlington	3.6%	14	0.0%	0	0.0%	0	13.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cowpen Road, Blyth	1.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	12.7%	3	0.0%	0
Asda Supermarket, Cowpen Road, Blyth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	14.7%	6	0.0%	0	0.0%	0	0.0%	0
Blyth	2.5%	10	0.0%	0	0.0%	0	0.0%	0	18.5%	7	0.0%	0	2.4%	1	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southend Avenue, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Waterloo Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 23 Market Street, Blyth	0.9%	3	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	2.2%	9	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.6%	14	0.0%	0	0.0%	0	8.6%	2	22.7%	9	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Abbey Meadows, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Front Street, Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hadston Estate, The Precinct, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 8-10 Bridge Street, Morpeth	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	4	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	12.4%	2
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	4	2.4%	1	0.0%	0
Moorhouse Farm, Stannington Station Road, Stannington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Morpeth	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	3	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	6.0%	1
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Shields Road, Morpeth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	6.0%	1
Co-op, 202 Milburn Road, Ashington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Co-op, 85 Front Street, Newbiggin-by-the-sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Heron Foods, Station Road, Ashington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

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Iceland, Bellway House, Woodhorn Road, Ashington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	6.4%	1
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3	13.9%	2
Newbiggin-by-the-sea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	0.0%	0
Spar, Meadowfield, North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Co-op, 1-11 Queen Street, Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	2
Co-op, 7 The Precinct, Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newburgh Street, Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Market Street, Lynemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Co-op, Widdrington Station, Widdrington Station	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Queen Street, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 93 Queen Street, Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2
Outside Study Area - Carlisle																
Aldi, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Petterill Bank Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler Way, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1-3 Main Street, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cumwhinton Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hallbankgate, Hallbankgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3a, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Charlotte Street, Carlisle	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, Brampton	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, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 54-56 English Street, Carlisle	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Kingstown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Church Street, Carlisle	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria House, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Aldi, Front Street, Consett	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Front Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Leazes, Burnopfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 Front Street, Frosterley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 3 Market Place, St John's Chapel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 33 Front Street, Stanhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 34 Front Street, Leadgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 4-6 Tyne Road, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 47a High Street, Tow Law	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newhouse Road, Esh Winning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scott Street, Stanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Victoria Centre, Medomsley Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Victoria Centre, Medomsley Road, Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lanchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 32 Durham Road, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Genesis Way, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Annfield Plain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Aldi, Whittinghame Drive, Haddington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 118-120 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 21 High Street, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 High Street, East Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Countess Crescent, Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Duns Road, Gifford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Aldi, Cavendish Way, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Sands, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																

Column % ges.

Northumberland Household Survey

for WYG

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Fort Retail Park, Edinburgh	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, Outside Study Area - Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Aldi, Metro Retail Park, Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 1 Gibside Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Garth, Front Street, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 20 The Precinct, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Parsons Drive, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Agnes Gardens, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Clavering Centre, Oakfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, 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
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 24, Blaydon Shopping Centre, Wesley Court, Blaydon-on-tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Crowley Works, Newcastle Upon Tyne	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, Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 93-97 Metrocentre, Cameron Walk, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shibdon Road, Blaydon-on-tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Lane Head, Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 1 Station Road, Highfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
Aldi, Mckendrick Villas, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey
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Newcastle Upon Tyne																
Asda Supermarket, Mill Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Stanfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Unit 1a Northumberland Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 5 Newcastle Shopping Park, Fossway, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 112 Newton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 36 Wansbeck Road South, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 701 West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 92 High Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Binswood Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 253 Stanhope Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 373 Benton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Adelaide Centre, Adelaide Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 6b St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Benwell Lane, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shields Road, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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							
Lidl, Stamfordham Road, Newcastle Upon Tyne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Walbottle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, 83-89 Northumberland Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Multiyork House, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 2 Kingston Retail Park, Brunton Lane, Newcastle Upon Tyne	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 200 Two Ball Lonnen, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Denton Park Shopping Centre, West Denton Way, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 22 Gallowgate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 9 Chapel House Drive, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Central Station, Neville Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Falconar Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Haddricks Mill Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Monument Metro Station, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Whickham View, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1-7 The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Etherstone Avenue, Newcastle Upon Tyne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 10-15 Saville Row, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 27 Percy Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 42-56 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hillhead Parkway, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle Upon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Tyne															
Tesco Metro, 16 Clayton Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Acorn Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 87-89 Osbourne Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, 9-11 St Georges Way, Eldon Square Shopping Centre, Newcastle Upon Tyne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
Aldi, Great Lime Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tynemouth Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Wiltshire Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Hadrian Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Saville Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Whitley Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 14-16 Park Avenue, Whitley Bay	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, 51 John Street, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, North Road, Wideopen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Unit 6 The Boulevard Shopping Centre, West Farm Avenue, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 30 The Forum Shopping Centre, Segedunum Way, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Unit 11-12 Park View Shopping Centre, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Battle Hill Drive, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Unit D D1, Silverlink Retail Park, North Shields	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Hillheads Road, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Preston North Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, The Killingworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Newcastle Upon Tyne																
North Shields	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 2 Station Road North, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Unit 13-14 Park View Shopping Centre, Park Avenue, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Earsdon Road, Shiremoor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newstead Drive, Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1 Claremont Crescent, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 21- 31 Park View, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Norham Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Aldi, King Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 1 Edinburgh Road, Lauder	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 19-21 Kenilworth Avenue, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 64-68 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Gala Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Earlston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unit 1-2 Auction Mart, Newtown St Boswells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 36 Bridge Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 39 High Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Galashiels															
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 33-43 High Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, 43 Victoria Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Wilton Path, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Unit 2-3 Gala Water Retail Park, Huddersfield Street, Galashiels	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Mart Street, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, 115-117 High Street, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Commercial Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Paton Street, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	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:	395			28		26		19		38		14		26	
Sample:	374			34		27		18		26		21		28	

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Mean score: [£]																
Q21 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q20)?																
Those who gave a destination at Q20																
£1 - £5	20.3%	81	11.4%	3	15.6%	4	4.0%	1	25.4%	10	30.8%	4	43.8%	11	27.9%	4
£6 - £10	21.0%	83	25.6%	7	40.1%	11	22.7%	4	26.2%	10	13.0%	2	20.3%	5	7.5%	1
£11 - £15	10.2%	41	11.0%	3	7.1%	2	0.0%	0	5.5%	2	8.5%	1	7.2%	2	7.5%	1
£16 - £20	9.6%	38	12.0%	3	2.9%	1	12.3%	2	11.1%	4	26.2%	4	0.0%	0	18.4%	2
£21 - £25	5.7%	22	0.0%	0	12.3%	3	0.0%	0	4.8%	2	4.0%	1	10.4%	3	6.4%	1
£26 - £30	8.0%	32	10.7%	3	9.3%	2	12.9%	2	15.1%	6	13.2%	2	0.0%	0	12.4%	2
£31 - £35	2.7%	11	2.1%	1	0.0%	0	12.5%	2	0.0%	0	0.0%	0	2.6%	1	7.5%	1
£36 - £40	3.6%	14	0.0%	0	0.0%	0	21.4%	4	2.5%	1	4.3%	1	0.0%	0	0.0%	0
£41 - £45	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.8%	11	2.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.0%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	47	20.7%	6	9.8%	3	14.1%	3	7.2%	3	0.0%	0	15.7%	4	6.4%	1
(Refused)	0.8%	3	2.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		18.70		16.71		14.28		24.86		14.17		15.46		9.26		18.35
Weighted base:		397		28		26		19		38		14		26		13
Sample:		375		34		27		18		26		21		28		15

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

Q22 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q20)?*Those who gave a destination at Q20*

Daily	0.8%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
At least two times a week	16.2%	64	9.5%	3	10.6%	3	5.1%	1	22.8%	9	30.0%	4	25.8%	7	20.3%	3
At least once a week	36.4%	144	45.9%	13	48.2%	13	50.8%	9	22.9%	9	45.5%	7	43.3%	11	53.3%	7
At least once a fortnight	21.7%	86	23.7%	7	7.5%	2	13.6%	3	44.6%	17	20.2%	3	15.2%	4	6.4%	1
At least once a month	15.2%	61	12.0%	3	22.1%	6	21.4%	4	9.7%	4	4.3%	1	4.9%	1	6.0%	1
At least every two months	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Less often	0.6%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.5%	26	4.7%	1	9.3%	2	5.1%	1	0.0%	0	0.0%	0	5.4%	1	6.4%	1
Mean:		1.31		1.36		1.12		0.89		1.39		1.77		1.82		1.50
Weighted base:		397		28		26		19		38		14		26		13
Sample:		375		34		27		18		26		21		28		15

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q23 Where did you last go to buy clothing or footwear goods?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	2.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	4.4%	55	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	1	26.6%	24	12.1%	10
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Zone 5																
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.3%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	53	37.4%	25	25.9%	16	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.6%	8	4.9%	3	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.1%	78	0.0%	0	0.0%	0	26.7%	27	6.9%	7	14.7%	9	3.7%	3	1.0%	1
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0

Column %ges.

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Manor Walks Shopping Centre, Cramlington	1.1%	14	0.0%	0	0.0%	0	4.6%	5	2.1%	2	0.9%	1	4.4%	4	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.4%	5	0.0%	0	0.0%	0	0.7%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Blyth	3.4%	43	0.0%	0	0.0%	0	2.2%	2	19.0%	18	0.0%	0	4.4%	4	2.0%	2
Blyth Valley Retail Park, Blyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	5.0%	64	0.0%	0	0.0%	0	1.6%	2	1.8%	2	33.0%	21	2.1%	2	10.0%	8
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	1.0%	1
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.1%	14	0.9%	1	20.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	2.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.7%	9	3.0%	2	3.1%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1	2.2%	2
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	14.3%	182	9.8%	6	15.3%	10	16.4%	17	17.5%	17	10.8%	7	14.2%	13	19.0%	15
Metro Park West, Gateshead	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	7.4%	94	7.4%	5	5.3%	3	10.7%	11	2.9%	3	0.0%	0	0.8%	1	8.2%	7
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.4%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	1.1%	14	2.7%	2	1.0%	1	0.8%	1	0.0%	0	2.1%	1	0.0%	0	3.1%	3

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle Upon Tyne															
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston And Belvedere	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks, Newcastle Upon Tyne															
Kingston Park Centre, Newcastle Upon Tyne	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%
Kingston Retail Park, Newcastle Upon Tyne	1.6%	20	2.0%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle	19.6%	249	28.4%	19	7.5%	5	10.5%	11	21.1%	20	24.3%	15	17.9%	16	18.0%
Newcastle Shopping 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%
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Point, Newcastle Upon Tyne	0.9%	11	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0	1.0%
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	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, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North East															
Other, Outside Study Area - North East	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.3%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mills, Park Lane, Shiremoor	0.7%	9	0.0%	0	1.0%	1	2.2%	2	1.8%	2	1.2%	1	1.3%	1	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.9%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.8%	10	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	1.1%	13	0.0%	0	0.0%	0	2.4%	2	3.0%	3	0.0%	0	0.0%	0	1.3%
Shiremoor	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.9%	1	1.3%	1	0.0%	0	0.0%
Silverlink Shopping / Leisure	4.4%	56	0.0%	0	0.0%	0	9.5%	10	6.1%	6	0.0%	0	7.2%	7	2.4%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Park, Newcastle Upon Tyne															
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scotland															
Glasgow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gretna Gateway Outlet Village, Gretna	0.3%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scotland	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders															
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Sunderland	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.7%	9	0.0%	0	1.0%	1	0.7%	1	0.0%	0	2.2%	1	4.4%	4	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1273		65		63		103		97		63		91		80
Sample:	1280		84		79		88		80		84		94		86

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

Q23A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q23)?

Those who gave a UK destination at Q23

Daily	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
At least once a week	5.8%	73	4.7%	3	1.0%	1	3.0%	3	5.2%	5	8.9%	5	4.8%	4	3.0%
At least once a fortnight	5.4%	68	7.5%	5	7.7%	5	2.3%	2	3.0%	3	14.0%	9	3.7%	3	4.9%
At least once a month	27.3%	345	22.6%	15	27.1%	17	27.8%	28	20.4%	20	27.0%	17	30.1%	26	27.9%
At least every two months	14.0%	177	10.1%	7	17.1%	11	18.6%	19	20.3%	20	15.0%	9	21.9%	19	11.2%
At least every 3 months	15.9%	201	18.2%	12	16.2%	10	12.8%	13	21.4%	21	6.7%	4	12.4%	11	15.4%
At least every 6 months	13.2%	167	14.1%	9	12.5%	8	16.9%	17	7.9%	8	12.5%	8	9.0%	8	17.0%
Less often than once every 6 months	6.1%	77	7.4%	5	3.9%	2	4.0%	4	4.7%	5	4.9%	3	6.8%	6	3.9%
Have only visited once	0.8%	11	0.9%	1	4.2%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	10.9%	138	14.5%	10	10.3%	6	14.6%	15	15.2%	15	11.0%	7	9.7%	8	16.7%
Mean:	12.63		10.30		8.61		8.76		9.66		14.56		13.80		9.46
Weighted base:	1263		65		62		102		97		62		87		80
Sample:	1271		84		78		87		80		82		92		86

Q24 How do you normally travel to (LOCATION MENTIONED AT Q23)?

Those who gave a UK destination at Q23

Car / van (as driver)	67.0%	847	57.1%	37	61.0%	38	80.6%	82	52.6%	51	62.2%	38	53.2%	46	68.7%
Car / van (as passenger)	10.2%	129	4.7%	3	13.6%	8	6.3%	6	15.0%	15	6.2%	4	12.7%	11	12.6%
Bus, minibus or coach	13.3%	168	12.8%	8	10.5%	7	7.7%	8	22.4%	22	17.5%	11	18.8%	16	14.5%
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	5.7%	72	18.9%	12	1.9%	1	4.0%	4	8.8%	9	11.9%	7	14.0%	12	2.2%
Taxi	0.5%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Train	2.1%	27	6.5%	4	10.7%	7	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%
Metro	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.5%	6	0.0%	0	2.2%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%
Weighted base:	1263		65		62		102		97		62		87		80
Sample:	1271		84		78		87		80		82		92		86

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q25 When you go shopping for clothing or footwear, do you link this trip with another activity?																
<i>Those who gave a UK destination at Q23</i>																
Yes – food shopping	7.8%	98	6.4%	4	15.1%	9	5.1%	5	7.0%	7	3.8%	2	11.6%	10	13.1%	11
Yes – non-food shopping	9.0%	114	9.0%	6	4.1%	3	11.5%	12	11.7%	11	6.4%	4	6.0%	5	10.3%	8
Yes – visiting services such as banks and other financial institutions	0.9%	12	0.0%	0	4.5%	3	0.0%	0	1.1%	1	6.9%	4	0.0%	0	1.0%	1
Yes – leisure activity	6.5%	82	2.1%	1	6.2%	4	16.5%	17	0.0%	0	10.4%	6	4.7%	4	2.0%	2
Yes – travelling to/from work	2.5%	31	3.9%	3	4.2%	3	0.8%	1	1.1%	1	6.0%	4	0.9%	1	1.2%	1
Yes – travelling to/from school/college/university	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.3%	4	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yes – visiting café / pub / restaurant	17.3%	219	7.9%	5	21.6%	13	11.8%	12	24.6%	24	12.6%	8	16.3%	14	20.2%	16
Yes – visiting family/friends	5.6%	71	9.2%	6	10.1%	6	2.4%	2	2.1%	2	1.9%	1	0.7%	1	9.0%	7
Yes – visiting health service such as doctor, dentist, hospital	0.9%	11	2.7%	2	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	47.3%	597	48.6%	32	31.2%	19	48.6%	50	50.5%	49	47.6%	29	56.5%	49	41.0%	33
(Don't know / varies)	1.5%	19	9.2%	6	1.0%	1	2.6%	3	0.9%	1	3.2%	2	2.3%	2	0.0%	0
Weighted base:		1263		65		62		102		97		62		87		80
Sample:		1271		84		78		87		80		82		92		86

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q26 Where did you last go to buy books, CDs, DVDs?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	4.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	5.3%	25	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.5%	1	17.6%	4
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	6.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	13	18.0%	5
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Zone 5															
Bedlington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8															
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9															
Corbridge	0.8%	4	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	9.5%	44	70.1%	20	57.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Alemouth Road, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	0.7%	3	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Allendale	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11															
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cramlington	4.1%	19	0.0%	0	0.0%	0	19.9%	7	0.0%	0	2.4%	1	1.7%	1	0.0%
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Manor Walks Shopping Centre, Cramlington	1.2%	5	0.0%	0	0.0%	0	4.3%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0
Blyth	11.1%	52	0.0%	0	0.0%	0	14.8%	5	61.6%	27	0.0%	0	2.8%	1	3.3%	1
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	10.5%	49	0.0%	0	0.0%	0	6.8%	2	0.0%	0	56.8%	17	10.3%	5	30.1%	8
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	17.9%	8	3.8%	1
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.0%	5	0.0%	0	12.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.3%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.8%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	7.8%	36	0.0%	0	0.0%	0	6.6%	2	4.2%	2	10.3%	3	8.9%	4	3.8%	1
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	4.9%	23	6.4%	2	0.0%	0	11.2%	4	2.2%	1	10.1%	3	1.7%	1	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.6%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Column % ges.

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Newcastle Upon Tyne															
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks, Newcastle Upon Tyne															
Kingston Park Centre, Newcastle Upon Tyne	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle	13.7%	64	4.2%	1	11.5%	2	27.7%	10	16.6%	7	10.8%	3	15.1%	7	14.1%
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	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, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolsington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North East															
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mills, Park Lane, Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Shields	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Shopping / Leisure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Park, Newcastle Upon Tyne															
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynemouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scotland															
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gretna Gateway Outlet Village, Gretna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders															
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scottish Borders	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	1.3%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.6%	2	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	467		28		21		35		44		30		44		26
Sample:	485		36		28		35		38		40		42		29

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

Q26A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q26)?

Those who gave a UK destination at Q26

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	1.3%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0	3.0%
At least once a week	4.2%	19	6.3%	2	0.0%	0	7.6%	3	6.6%	3	8.2%	2	4.4%	2	3.3%
At least once a fortnight	4.4%	20	4.6%	1	3.6%	1	4.3%	1	7.0%	3	0.0%	0	4.7%	2	9.1%
At least once a month	20.0%	92	28.1%	8	15.0%	3	13.2%	5	11.4%	5	20.2%	6	35.0%	15	31.3%
At least every two months	9.4%	44	9.9%	3	10.2%	2	8.7%	3	6.3%	3	12.5%	4	12.2%	5	3.3%
At least every 3 months	14.5%	67	6.7%	2	20.3%	4	14.0%	5	8.3%	4	16.1%	5	13.7%	6	7.1%
At least every 6 months	16.6%	76	19.6%	6	11.4%	2	31.5%	11	14.2%	6	16.5%	5	11.1%	5	11.8%
Less often than once every 6 months	12.3%	57	6.8%	2	15.1%	3	4.4%	2	12.3%	5	7.6%	2	12.6%	5	6.9%
Have only visited once	3.6%	17	0.0%	0	15.2%	3	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	13.6%	63	18.0%	5	9.3%	2	4.9%	2	23.3%	10	19.0%	6	6.4%	3	24.3%
Mean:	11.62		11.18		4.99		8.81		39.17		10.45		9.95		19.70
Weighted base:	461		28		21		35		44		30		42		26
Sample:	479		36		28		34		38		40		40		29

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q27 Where did you last go to buy small household goods such as glassware, tableware, jewellery and therapeutic and personal care appliances?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
Belford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	3.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	3.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	16.0%	6
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	7.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	39.3%	23	11.8%	4
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Choppington															
Zone 5															
Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8															
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9															
Corbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	4.5%	34	66.1%	21	33.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Alemouth Road, Hexham	0.3%	2	2.0%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	0.7%	5	4.0%	1	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11															
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cramlington	8.8%	66	0.0%	0	0.0%	0	44.9%	24	10.9%	8	22.0%	8	2.4%	1	0.0%
Manor Walks Retail Park,	1.1%	8	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	6.9%	4	0.0%

Column %ges.

Northumberland Household Survey for WYG

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Cramlington																
Manor Walks Shopping Centre, Cramlington	2.2%	16	0.0%	0	0.0%	0	7.5%	4	6.4%	5	0.0%	0	6.9%	4	2.7%	1
Zone 12																
Albion Retail Park, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	2.3%	1
Blyth	7.7%	58	0.0%	0	0.0%	0	5.8%	3	42.8%	30	0.0%	0	3.1%	2	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	5	2.2%	1	6.5%	2
Morrisons, Dark Lane, Morpeth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	8	2.3%	1
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	1
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	1.5%	11	0.0%	0	21.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	1

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	5.7%	43	2.3%	1	6.6%	2	5.8%	3	0.0%	0	6.2%	2	3.5%	2	7.8%	3
Metro Park West, Gateshead	1.8%	13	6.2%	2	6.2%	2	1.8%	1	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Metro Retail Park, Gateshead	4.6%	35	2.0%	1	4.5%	1	2.9%	2	3.9%	3	12.2%	4	0.0%	0	2.3%	1
Newcastle Gateshead - Ikea, Gateshead	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	2.3%	1
Other, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping 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
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Intu Eldon Square, Newcastle Upon Tyne	0.8%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.1%	1	0.0%	0	4.3%	2
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.6%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Kingston Retail Park, Newcastle Upon Tyne	1.7%	13	2.3%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	16.9%	128	11.2%	4	10.5%	3	18.6%	10	11.8%	8	17.0%	6	7.9%	5	13.9%	5
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Boundary Retail Park, Newcastle Upon Tyne	1.0%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	6.5%	2
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.7%	1	1.3%	1	2.2%	1

Column %ges.

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Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	1.8%	13	0.0%	0	0.0%	0	3.2%	2	2.9%	2	0.0%	0	2.2%	1	0.0%	0
Station Road Retail Park, 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
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, 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
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Homebase, Peel Retail Park, Sunderland Highway District 1, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	755			31		31		53		71		35		59	
Sample:	751			42		34		49		64		43		56	

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

Q27A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q27)?

Those who gave a UK destination at Q27

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	2.9%	22	0.0%	0	0.0%	0	1.4%	1	5.2%	4	0.0%	0	0.0%	0	7.2%
At least once a fortnight	2.5%	19	4.3%	1	2.0%	1	2.8%	1	0.0%	0	3.7%	1	4.0%	2	0.0%
At least once a month	10.4%	78	20.6%	6	11.0%	3	6.1%	3	9.4%	7	8.2%	3	9.2%	5	7.3%
At least every two months	8.8%	66	4.0%	1	4.6%	1	3.2%	2	5.3%	4	7.2%	3	16.0%	9	13.2%
At least every 3 months	15.2%	114	12.3%	4	17.5%	5	12.2%	6	9.3%	7	12.6%	4	12.7%	7	4.5%
At least every 6 months	19.6%	147	15.2%	5	8.6%	3	15.6%	8	19.8%	14	44.8%	16	20.4%	12	24.3%
Less often than once every 6 months	17.6%	132	19.4%	6	25.6%	8	21.4%	11	17.5%	12	16.0%	6	11.9%	7	29.1%
Have only visited once	1.6%	12	0.0%	0	8.0%	2	4.7%	2	0.0%	0	0.0%	0	5.7%	3	0.0%
(Don't know / varies)	21.5%	161	22.4%	7	22.7%	7	32.7%	17	33.6%	24	7.5%	3	20.1%	12	14.4%
<i>Mean:</i>	<i>6.68</i>			<i>11.19</i>		<i>4.19</i>		<i>5.04</i>		<i>7.65</i>		<i>4.26</i>		<i>5.18</i>	
Weighted base:	749			31		31		53		71		35		58	
Sample:	745			42		34		49		64		43		55	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q28 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
Belford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	5.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	3.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	6
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	7.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	47.0%	24	12.0%	4
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Zone 5																
Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.6%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.3%	30	57.2%	15	30.2%	8	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.4%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.8%	4	14.0%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	5.7%	33	0.0%	0	0.0%	0	26.0%	11	6.8%	3	8.0%	2	1.5%	1	0.0%	0
Manor Walks Retail Park, Cramlington	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.3%	1	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Manor Walks Shopping Centre, Cramlington	0.6%	3	0.0%	0	0.0%	0	5.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.4%	19	0.0%	0	0.0%	0	1.7%	1	21.6%	10	0.0%	0	3.9%	2	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	3.1%	18	0.0%	0	0.0%	0	1.7%	1	0.0%	0	27.3%	9	2.7%	1	2.4%	1
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	7	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.7%	4	0.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	7.3%	41	5.1%	1	7.7%	2	1.7%	1	10.1%	5	8.1%	3	4.9%	3	9.9%	4
Metro Park West, Gateshead	1.1%	6	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	6.1%	35	9.9%	3	10.7%	3	10.9%	5	5.9%	3	0.0%	0	10.6%	5	2.4%	1
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.4%	8	0.0%	0	2.3%	1	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.6%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2

Column % ges.

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Newcastle Upon Tyne																
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																
Kingston Park Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Kingston Retail Park, Newcastle Upon Tyne	1.7%	10	0.0%	0	2.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	13.1%	74	11.4%	3	4.8%	1	9.2%	4	15.7%	7	25.0%	8	4.3%	2	15.5%	5
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	1.9%	11	0.0%	0	0.0%	0	0.0%	0	10.1%	5	0.0%	0	0.0%	0	2.2%	1
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	2.1%	12	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0	11.7%	4
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.3%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	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, Outside Study Area - North Tyneside	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	9.1%	52	0.0%	0	0.0%	0	11.3%	5	16.0%	7	13.7%	4	12.5%	6	10.1%	4

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Park, Newcastle Upon Tyne																
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	568		27		26		44		47		31		52		35
Sample:	508		31		30		37		33		40		44		35

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

Q28A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q28)?

Those who gave a UK destination at Q28

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	3.3%	18	2.2%	1	2.3%	1	12.5%	5	2.0%	1	2.0%	1	0.0%	0	2.8%
At least once a fortnight	3.5%	20	0.0%	0	2.3%	1	2.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%
At least once a month	9.6%	54	23.1%	6	7.9%	2	10.6%	5	2.4%	1	24.1%	8	6.1%	3	12.1%
At least every two months	8.2%	47	2.3%	1	19.5%	5	3.4%	1	10.0%	5	12.2%	4	15.2%	8	2.4%
At least every 3 months	16.6%	94	19.6%	5	13.2%	3	11.2%	5	8.1%	4	15.3%	5	21.0%	11	26.4%
At least every 6 months	20.5%	116	15.6%	4	17.6%	5	15.9%	7	18.6%	9	26.4%	8	26.3%	14	16.4%
Less often than once every 6 months	25.4%	144	32.8%	9	25.2%	7	21.9%	10	44.7%	21	10.0%	3	19.8%	10	25.8%
Have only visited once (Don't know / varies)	2.2%	12	0.0%	0	0.0%	0	5.2%	2	1.9%	1	4.2%	1	2.7%	1	0.0%
	10.5%	60	4.4%	1	11.9%	3	17.2%	8	12.4%	6	1.8%	1	9.0%	5	14.2%
Mean:	6.61		5.72		5.75		11.49		3.51		7.10		3.52		5.45
Weighted base:	567		27		26		44		47		31		52		35
Sample:	507		31		30		37		33		40		44		35

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q29 Where did you last go to buy chemist goods (including health and beauty products)?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
Belford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	6.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	2.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	5.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	8.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	73.4%	57	20.8%	17
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
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Zone 5																
Bedlington	1.1%	15	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Burradon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.5%	7	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.4%	88	72.6%	48	33.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.4%	5	1.7%	1	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.2%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.4%	5	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	5	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.3%	17	0.0%	0	25.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.4%	6	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	9.0%	123	0.0%	0	0.0%	0	69.7%	77	0.8%	1	1.7%	1	0.0%	0	0.0%	0
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Manor Walks Shopping Centre, Cramlington	1.3%	18	0.0%	0	0.0%	0	12.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.6%	8	0.0%	0	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0
Blyth	10.9%	150	0.0%	0	0.0%	0	2.2%	2	85.0%	94	0.9%	1	2.4%	2	1.0%	1
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	7.8%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	87.0%	60	2.6%	2	17.5%	14
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.2%	3	2.5%	2
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0
North Seaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	26
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Hadston	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6
Lynemouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.2%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thiefside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	3.3%	46	2.9%	2	2.9%	2	1.4%	2	1.8%	2	0.0%	0	2.4%	2	1.2%	1
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.7%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Newcastle Upon Tyne								
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne								
Kingston Park Centre, Newcastle Upon Tyne	0.8%	11	0.0%	0	0.0%	0	0.0%	1
Kingston Retail Park, Newcastle Upon Tyne	1.5%	21	4.7%	3	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	3.4%	46	4.0%	3	0.0%	0	2.4%	1
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East								
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside								
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	10	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	2	0.0%	0	0.0%	0	0.8%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	1.8%	24	0.0%	0	2.1%	2	4.2%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Park, Newcastle Upon Tyne															
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Killingworth Centre, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scotland															
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gretna Gateway Outlet Village, Gretna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Scottish Borders															
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milestone Garden & Leisure, Newtown St Boswells, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - South Tyneside															
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Sunderland															
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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August 2015

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Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1373		67		68		110		111		69		78		79
Sample:	1361		89		89		95		93		93		81		84

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

Q29A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q29)?

Those who gave a UK destination at Q29

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
At least two times a week	0.6%	9	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.8%	1	2.2%	2
At least once a week	17.2%	236	16.2%	11	10.5%	7	13.2%	15	12.1%	13	16.1%	11	11.7%	9	18.4%	15
At least once a fortnight	14.7%	201	10.3%	7	23.2%	16	13.1%	14	9.7%	11	14.8%	10	12.6%	10	9.2%	7
At least once a month	38.4%	527	37.8%	25	43.0%	29	42.8%	47	38.6%	43	50.1%	34	44.9%	35	28.4%	23
At least every two months	7.7%	105	5.4%	4	11.1%	8	6.5%	7	9.9%	11	3.5%	2	2.6%	2	12.5%	10
At least every 3 months	5.4%	74	13.1%	9	3.9%	3	9.3%	10	6.1%	7	3.4%	2	7.4%	6	6.2%	5
At least every 6 months	2.4%	33	0.9%	1	2.9%	2	1.6%	2	1.6%	2	0.0%	0	5.5%	4	2.5%	2
Less often than once every 6 months	0.8%	11	1.8%	1	0.0%	0	2.1%	2	1.0%	1	0.0%	0	2.5%	2	0.0%	0
Have only visited once	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.4%	170	13.7%	9	5.4%	4	10.8%	12	20.2%	22	10.3%	7	11.0%	9	20.5%	16
Mean:	22.55		21.24		18.52		18.17		20.01		26.38		21.37		26.45	
Weighted base:	1371		67		68		110		111		68		78		79	
Sample:	1359		89		89		95		93		92		81		84	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q30 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	2.2%	19	0.0%	0	1.5%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.5%	1
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	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, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	8.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	7
Homebase, Willowburn Avenue, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.8%	7	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	4.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	24.3%	15	14.2%	7
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Zone 5																
Bedlington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.8%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.4%	46	40.8%	21	42.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail 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
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	1.0%	8	16.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	7.2%	62	0.0%	0	0.0%	0	36.1%	23	12.1%	10	17.1%	7	3.3%	2	1.6%	1
Manor Walks Retail Park, Cramlington	4.0%	34	0.0%	0	0.0%	0	20.5%	13	7.6%	7	3.5%	1	6.6%	4	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Manor Walks Shopping Centre, Cramlington	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	1	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.9%	8	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0
Blyth	3.5%	30	0.0%	0	0.0%	0	10.0%	6	16.9%	15	0.0%	0	2.0%	1	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	7	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	1.6%	1
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
North Seaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.3%	3
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.9%	8	0.0%	0	18.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	2.4%	21	1.4%	1	4.9%	2	1.2%	1	0.0%	0	2.8%	1	1.1%	1	1.9%	1
Metro Park West, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	1.6%	13	2.6%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.2%	10	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	1.3%	11	1.1%	1	2.9%	1	1.5%	1	0.0%	0	1.7%	1	1.3%	1	6.0%	3

Column % ges.

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Newcastle Upon Tyne															
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Parks, Newcastle Upon Tyne															
Kingston Park Centre, Newcastle Upon Tyne	1.0%	9	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.0%
Kingston Retail Park, Newcastle Upon Tyne	3.7%	32	4.7%	2	4.9%	2	3.9%	2	0.0%	0	8.0%	3	1.0%	1	1.5%
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle	13.4%	115	24.8%	13	6.3%	3	6.6%	4	7.6%	7	23.3%	10	7.8%	5	16.7%
Newcastle Shopping Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Point, Newcastle Upon Tyne	1.8%	16	0.0%	0	0.0%	0	1.3%	1	3.2%	3	1.4%	1	4.6%	3	4.5%
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallsend	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	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, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North East															
Other, Outside Study Area - North East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - North Tyneside															
B&Q Middle Engine Lane, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Silverlink Shopping / Leisure	17.6%	151	0.0%	0	0.0%	0	17.8%	11	35.8%	31	14.6%	6	42.0%	26	22.4%

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Park, Newcastle Upon Tyne																
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	857		51		41		63		86		42		61		53
Sample:	883		68		56		57		71		59		70		55

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

Q30A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q30)?

Those who gave a UK destination at Q30

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a month	1.7%	15	6.1%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%
At least every two months	1.7%	15	1.4%	1	3.0%	1	0.0%	0	0.0%	0	7.3%	3	1.1%	1	0.0%
At least every 3 months	3.7%	32	3.6%	2	0.0%	0	0.0%	0	1.1%	1	4.6%	2	0.0%	0	3.0%
At least every 6 months	9.4%	80	6.8%	3	9.5%	4	7.2%	5	11.1%	9	15.5%	7	4.2%	3	6.7%
Less often than once every 6 months	55.0%	471	50.0%	25	65.9%	27	69.0%	43	69.0%	59	60.9%	26	61.4%	38	67.1%
Have only visited once	3.0%	26	2.4%	1	1.5%	1	5.1%	3	1.0%	1	2.7%	1	4.0%	2	0.0%
(Don't know / varies)	24.6%	210	29.7%	15	15.4%	6	18.6%	12	17.8%	15	9.0%	4	18.7%	11	23.2%
<i>Mean:</i>		2.93		2.28		1.90		1.03		1.16		1.69		2.51	
Weighted base:		856		51		41		63		86		42		61	
Sample:		882		68		56		57		71		59		70	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Q31 Where did you last go to buy DIY goods?															
<i>Excl. nulls, markets & SFT's</i>															
Zone 1															
Belford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	5.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2															
Alnwick	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Homebase, Willowburn Avenue, Alnwick	5.8%	56	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	21.2%
Jedburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
Zone 3															
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4															
Ashington	4.0%	39	0.0%	0	0.0%	0	0.0%	0	1.2%	1	11.2%	5	14.4%	10	5.5%
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maxwells DIY, Morpeth Road, Ashington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.4%
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey for WYG

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Zone 5															
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedlington Station	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8															
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Prudhoe	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9															
Corbridge	0.2%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hexham	4.0%	38	43.1%	20	24.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	3.4%	33	32.8%	15	28.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidens Walk Retail Park, Hexham	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matthew Charlton, Station Road, Hexham	0.2%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Alemouth Road, Hexham	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tynedale Retail Park, Hexham	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10															
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haltwhistle	0.2%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11															
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Azure Garden Centre, Station Road, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cramlington	1.9%	18	0.0%	0	0.0%	0	11.9%	7	3.5%	3	5.3%	2	0.0%	0	1.4%
Manor Walks Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Manor Walks Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	2.1%	20	0.0%	0	0.0%	0	2.8%	2	13.0%	11	0.0%	0	0.9%	1	2.6%	2
Blyth Valley Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	6.3%	61	0.0%	0	0.0%	0	3.7%	2	49.5%	40	4.6%	2	4.7%	3	1.4%	1
James Burrell, Cowley Road, Blyth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morpeth	1.1%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	11.1%	5	0.0%	0	0.0%	0
Morrisons, Dark Lane, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, 12 Freeman Way, Ashington	15.6%	151	0.0%	0	0.0%	0	11.2%	7	2.3%	2	45.0%	20	67.7%	48	48.6%	29
Newbiggin-by-the-sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.5%	5	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - 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
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping 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
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.7%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	12.4%	120	6.6%	3	9.9%	5	27.9%	17	1.2%	1	9.2%	4	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Newcastle Upon Tyne																
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																
Kingston Park Centre, Newcastle Upon Tyne	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	1.1%	11	1.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.5%	5	1.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.8%	8	1.4%	1	1.7%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North Shields	6.5%	62	0.0%	0	0.0%	0	16.2%	10	9.0%	7	3.9%	2	0.9%	1	0.0%	0
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	2.9%	28	0.0%	0	0.0%	0	6.5%	4	6.9%	6	1.4%	1	2.9%	2	1.3%	1

Column % ges.

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Park, Newcastle Upon Tyne																
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.7%	6	0.0%	0	0.0%	0	4.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington																
Other, Outside Study Area - Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	967			45		45		62		82		45		70		61
Sample:	966			67		64		60		65		61		67		63

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

Q31A How often do you make shopping trips for DIY goods (DESTINATION MENTIONED AT Q31)?

Those who gave a UK destination at Q31

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	4	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
At least once a week	2.8%	27	4.6%	2	4.4%	2	0.0%	0	2.2%	2	0.0%	0	1.8%	1	2.9%	2
At least once a fortnight	4.3%	42	2.9%	1	4.3%	2	1.3%	1	3.6%	3	5.5%	2	13.1%	9	2.7%	2
At least once a month	12.1%	117	12.1%	5	8.9%	4	2.5%	2	11.2%	9	9.9%	4	12.5%	9	20.6%	12
At least every two months	7.6%	74	9.4%	4	9.6%	4	3.7%	2	8.3%	7	10.6%	5	10.4%	7	5.6%	3
At least every 3 months	13.1%	126	11.7%	5	15.5%	7	8.1%	5	10.2%	8	24.1%	11	9.8%	7	13.0%	8
At least every 6 months	19.5%	188	9.5%	4	27.5%	12	30.1%	19	21.3%	17	19.9%	9	15.1%	11	17.7%	11
Less often than once every 6 months	18.9%	182	21.7%	10	22.8%	10	38.8%	24	19.7%	16	24.4%	11	13.4%	9	11.3%	7
Have only visited once	0.7%	7	1.3%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.6%	199	25.3%	11	7.0%	3	15.5%	10	19.9%	16	5.6%	3	23.9%	17	24.9%	15
Mean:		8.39		12.56		6.94		2.57		9.74		5.15		9.60		11.77
Weighted base:		967		45		45		62		82		45		70		61
Sample:		966		67		64		60		65		61		67		63

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q32 Where did you last go to buy furniture, carpets and floor coverings?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-tweed	6.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	4.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.4%	2
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Jedburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	6.9%	59	0.0%	0	0.0%	0	1.4%	1	5.1%	4	1.8%	1	40.8%	27	15.8%	6
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Zone 5																
Bedlington	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Burradon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Dobbies, Street House Farm, Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighs Nurseries, Taberna Close, Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants Plus, Carr House Nurseries, Horton Grange, Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Bradley Gardens, Sled Lane, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halls of Heddon, Ovington, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.5%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down to Earth Garden Centre, Tyne Mills Industrial Estate, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlings Garden Centre, Bridge End, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	5.0%	43	48.2%	21	30.1%	11	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Homebase, Unit 1 Tyne Valley Retail Park, Station Road, Hexham	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matthew Charlton, Station Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shield Green Nursery, Shield Green House, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.2%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	5	1.3%	1	13.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartside Nursery, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Azure Garden Centre, Station Road, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cramlington	3.9%	33	0.0%	0	0.0%	0	25.1%	17	2.7%	2	4.4%	2	0.9%	1	2.7%	1
Manor Walks Retail Park, Cramlington	1.6%	14	0.0%	0	0.0%	0	5.9%	4	1.2%	1	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

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August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Manor Walks Shopping Centre, Cramlington	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Zone 12																
Albion Retail Park, Blyth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.4%	54	0.0%	0	0.0%	0	5.9%	4	38.4%	29	1.4%	1	0.9%	1	6.9%	3
Blyth Valley Retail Park, Blyth	1.2%	10	0.0%	0	0.0%	0	2.3%	2	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.3%	1
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	7	3.1%	2	0.0%	0
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 12 Freeman Way, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-sea	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	6.8%	4	2.7%	1
North Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	9	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.3%	3	1.3%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.0%	0	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, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	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, Outside Study Area - County Durham	0.4%	3	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	3.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Fort Retail Park, Edinburgh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.3%	11	1.7%	1	0.0%	0	1.4%	1	5.1%	4	2.9%	1	0.0%	0	9.3%	3
Gateshead - Costco,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	4.2%	35	0.0%	0	3.5%	1	9.7%	6	6.2%	5	2.9%	1	10.0%	7	4.4%	2
Metro Park West, Gateshead	3.6%	30	4.1%	2	1.7%	1	3.7%	2	6.3%	5	3.0%	1	1.0%	1	0.0%	0
Metro Retail Park, Gateshead	8.0%	68	15.7%	7	3.9%	1	7.1%	5	1.3%	1	22.4%	9	10.3%	7	11.3%	4
Newcastle Gateshead - Ikea, Gateshead	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	1.3%	11	3.1%	1	4.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tyne Bridge 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
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
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
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.9%	8	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.8%	1	0.0%	0	6.9%	3

Column % ges.

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Newcastle Upon Tyne																
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																
Kingston Park Centre, Newcastle Upon Tyne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.9%	8	0.0%	0	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	12.1%	103	18.7%	8	11.0%	4	10.8%	7	6.3%	5	22.9%	9	3.0%	2	8.0%	3
Newcastle Shopping Park, Newcastle Upon Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North 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
Benton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	4.6%	39	0.0%	0	0.0%	0	14.8%	10	7.9%	6	3.3%	1	6.1%	4	11.3%	4

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Park, Newcastle Upon Tyne																
Station Road Retail Park, Wallsend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, Station Road, South Shields	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	848	44		35		67		75		40		66		37	
Sample:	822	59		49		58		62		56		61		36	

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

Q32A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q32)?

Those who gave a UK destination at Q32

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a month	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least every 3 months	1.8%	15	8.4%	4	3.9%	1	0.0%	0	0.0%	1	1.8%	1	6.2%	4	0.0%
At least every 6 months	3.9%	33	2.8%	1	7.5%	3	3.4%	2	1.3%	1	3.6%	1	3.2%	2	0.0%
Less often than once every 6 months	66.9%	566	67.7%	30	68.3%	24	66.6%	44	82.6%	62	88.4%	35	59.1%	39	76.3%
Have only visited once	4.9%	42	4.4%	2	7.1%	2	3.7%	2	2.7%	2	2.9%	1	0.9%	1	0.0%
(Don't know / varies)	22.0%	186	16.8%	7	13.2%	5	26.3%	18	13.5%	10	3.3%	1	30.6%	20	23.7%
Mean:	1.21		1.28		1.14		1.00		0.98		1.06		1.30		1.00
Weighted base:	847	44		35		67		75		40		66		37	
Sample:	821	59		49		58		62		56		61		36	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q33 Where did you last go to buy gardening goods?																
<i>Excl. nulls, markets & SFT's</i>																
Zone 1																
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
Berwick Garden Centre, East Ord, Berwick-upon-Tweed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick Upon Tweed Garden Centre, Berwick-upon-tweed	2.0%	21	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Berwick-upon-tweed	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edrom Nurseries, Eyemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors Castle Plant Centre, Kelso	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, 7-9 South Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick Upon Tweed	3.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kyloe Woods Nurseries, Pallinsburn House, Cornhill On Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamberton Nursery, Lamberton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Glebe Lane, Kelso	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Nurseries, Berwick Road, Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint & Garden Centre, 51 Main Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pearsons of Duns, The Cheeklaw Centre, Station Road, Duns	1.0%	10	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
Tesco, Ord Road, Berwick-upon-Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Homebase, Willowburn Avenue, Alnwick	5.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	12
Jedburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutherford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 3																
Heighley Gate, A Wyevale Garden Centre, Morpeth	8.3%	86	0.0%	0	3.7%	2	2.9%	2	0.0%	0	43.7%	22	4.6%	3	27.0%	18
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherwitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hall Gardens & Plant Nursery, Stanton, Morpeth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.1%	3
Zone 4																
Ashington	5.3%	55	0.0%	0	0.0%	0	2.2%	2	4.4%	4	3.7%	2	40.1%	24	13.1%	9
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maxwells DIY, Morpeth Road, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford Nurseries, East View, Stakeford, Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

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August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Manor Walks Shopping Centre, Cramlington	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.9%	41	0.0%	0	0.0%	0	2.0%	2	33.9%	28	0.0%	0	1.0%	1	0.0%	0
Blyth Valley Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Cowpen Road, Blyth	4.2%	44	0.0%	0	0.0%	0	7.2%	6	29.0%	24	0.0%	0	5.5%	3	0.0%	0
James Burrell, Cowley Road, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Jewsons, Oldgate, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	4.6%	48	0.0%	0	0.0%	0	1.0%	1	4.7%	4	20.8%	10	2.0%	1	3.9%	3
Morrisons, Dark Lane, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedgswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robson & Cowan, Farmers Centre, Scots Gap, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Asda, Lintonville Terrace, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, 12 Freeman Way, Ashington	5.4%	56	0.0%	0	0.0%	0	0.0%	0	2.3%	2	21.4%	11	34.5%	21	8.3%	6
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
North Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Seaton Industrial Estate, Ashington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shades of Green, North Seaton Industrial Estate, Ashington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.5%	5	3.6%	2
Zone 15																
Amble	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Aero Nurseries & Garden Centre, Harker Road Ends, Carlisle	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Carlisle	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cochranes Nurseries, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Houghton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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Carlisle																
Tarn Road Nurseries, Tarn Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitesyke Garden Centre, Brampton Road, Longtown, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Dukes Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
B&Q, Hermiston Retail Park, Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Dalton Park, Murton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Unit C Arnison Centre Retail Park, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lanchester Garden Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - County Durham	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nursery, 4 Teasdale Street, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Broom Nursery, Broom La Cottage, Appleby-in-westmorland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden of Eden, Homelands, Thieveside, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel Dene Garden Centre, Culgaith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jt Atkinson & Sons, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larch Cottage Nurseries, Melkinthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proud Plants, Shady Vale, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - England (Elsewhere)																
Other, Outside Study Area - England (Elsewhere)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sands Industrial Estate, Hexham Road, Swalwell, Gateshead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkheads Secret Gardens & Coffee Shop, Hedley Hall Woods, Birkheads Lane, Sunniside, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Gateshead - Costco,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Gateshead																
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Retail World, Team Valley Trading Estate, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, 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
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	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, Outside Study Area - Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverhills, Haggs Lane, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pentland Retail Park, Straiton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fossway, Byker	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Scotswood Road, Scotswood, Newcastle Upon Tyne	3.0%	31	1.3%	1	0.0%	0	13.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Byker	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callerton Garden Centre, Holmeside Farm, Stamfordham Road, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowell's Garden Centre, Main Road, Woolsington	1.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Gosforth, A Wyevale Garden Centre, Gosforth Park, Newcastle Upon Tyne	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brunton Lane, Kingston Park, Newcastle Upon Tyne	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Newcastle Upon Tyne																
Jesmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle Upon Tyne																
Kingston Park Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.9%	9	0.0%	0	1.3%	1	0.0%	0	3.6%	3	0.0%	0	1.3%	1	0.0%	0
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - 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
Silverlink Point, Newcastle Upon Tyne	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Park Centre, Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Stamfordham Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolsington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
B&Q Middle Engine Lane, North Shields	2.6%	27	0.0%	0	0.0%	0	1.0%	1	3.5%	3	0.0%	0	1.0%	1	1.4%	1
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Park Lane, Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Road Nurseries, Manor Road, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North 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
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure	1.2%	12	0.0%	0	0.0%	0	2.0%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Park, Newcastle Upon Tyne																
Station Road Retail Park, 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
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, 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
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Off Coast Road, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna Gateway Outlet Village, Gretna	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, Outside Study Area - Scotland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
B&Q, Low Buckholmside, Wilder Haugh, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Galalaw Retail Park, Wilton Ward, Hawick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestone Garden & Leisure, Newtown St Boswells, Melrose	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
B&Q, 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
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redfox Garden World, Newcastle Road, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Peel Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sunderland Highway District 1, Washington															
Other, Outside Study Area - Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Study Area - Yorkshire & The Humber															
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / Delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	1039		56		51		77		82		50		60		68
Sample:	1081		77		71		73		70		69		61		72

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

Q33A How often do you make shopping trips for gardening goods to (DESTINATION MENTIONED AT Q33)?

Those who gave a UK destination at Q33

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least two times a week	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
At least once a week	3.7%	38	3.5%	2	1.2%	1	2.9%	2	5.9%	5	2.6%	1	1.0%	1	1.6%
At least once a fortnight	5.8%	60	6.7%	4	6.3%	3	2.4%	2	11.1%	9	7.7%	4	4.7%	3	6.3%
At least once a month	16.2%	168	19.8%	11	10.2%	5	13.1%	10	18.5%	15	21.7%	11	10.7%	6	20.5%
At least every two months	7.7%	80	4.8%	3	13.0%	7	9.7%	7	3.7%	3	13.3%	7	3.4%	2	8.5%
At least every 3 months	14.1%	147	15.0%	8	16.3%	8	8.7%	7	5.6%	5	10.0%	5	33.2%	20	10.0%
At least every 6 months	19.2%	200	13.9%	8	24.9%	13	16.3%	13	18.2%	15	11.3%	6	22.3%	13	14.5%
Less often than once every 6 months	18.5%	193	18.1%	10	18.5%	9	26.0%	20	12.9%	11	26.0%	13	17.2%	10	22.3%
Have only visited once (Don't know / varies)	1.1%	11	1.0%	1	1.2%	1	2.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%
	13.5%	140	17.3%	10	8.4%	4	18.9%	14	21.5%	18	7.4%	4	7.5%	4	16.3%
<i>Mean:</i>		8.42		8.78		6.11		6.45		14.66		8.27		5.60	
Weighted base:		1039		56		51		77		82		50		60	
Sample:		1081		77		71		73		70		69		61	

Q34 Do you EVER visit any of the following centres? [MR/PR]

Alnwick Town Centre	33.7%	510	17.3%	13	9.1%	7	26.2%	30	30.4%	36	29.6%	22	14.8%	15	63.7%
Amble District Centre	18.7%	282	10.8%	8	3.5%	3	14.7%	17	19.9%	24	21.6%	16	17.9%	18	66.6%
Ashington Town Centre	29.4%	444	1.7%	1	0.8%	1	15.3%	17	35.4%	42	43.2%	32	94.0%	94	64.4%
Bedlington District Centre	11.9%	180	0.8%	1	1.6%	1	14.0%	16	16.5%	20	16.0%	12	20.6%	21	4.7%
Berwick-upon-Tweed Town Centre	25.0%	377	8.0%	6	4.1%	3	7.0%	8	8.9%	11	13.0%	10	7.6%	8	7.3%
Blyth Town Centre	33.2%	501	11.9%	9	3.3%	3	50.6%	58	97.5%	117	20.0%	15	63.0%	63	34.4%
Cramlington Town Centre	53.3%	805	10.1%	8	3.5%	3	99.3%	113	93.0%	112	80.6%	59	75.8%	76	65.5%
Haltwhistle District Centre	7.2%	109	25.4%	19	66.2%	52	2.2%	3	0.7%	1	0.8%	1	1.8%	2	8.4%
Hexham Town Centre	34.0%	515	99.0%	75	97.7%	77	19.3%	22	18.6%	22	25.4%	19	11.2%	11	15.1%
Morpeth Town Centre	57.3%	866	39.1%	30	16.8%	13	57.3%	65	57.6%	69	98.4%	72	76.5%	77	88.1%
Ponteland District Centre	15.1%	228	23.8%	18	14.1%	11	11.9%	14	9.0%	11	8.7%	6	4.5%	5	4.3%
Prudhoe District Centre	10.1%	152	33.8%	26	13.9%	11	1.5%	2	3.8%	5	1.7%	1	2.5%	3	0.0%
(Don't visit ANY of these centres)	2.7%	41	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		1512		76		79		114		120		73		100	
Sample:		1511		100		100		100		102		100		100	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q35 Which centre do you visit the most?																
<i>Those who visit a centre at Q34</i>																
Alnwick Town Centre	7.8%	114	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.8%	1	0.0%	0	13.9%	13
Amble District Centre	1.1%	16	0.8%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.7%	1	12.4%	12
Ashington Town Centre	9.0%	132	0.0%	0	0.0%	0	0.7%	1	0.9%	1	2.5%	2	59.1%	59	29.7%	28
Bedlington District Centre	1.2%	17	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Berwick-upon-Tweed Town Centre	13.1%	192	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth Town Centre	7.7%	114	0.0%	0	0.0%	0	1.5%	2	56.6%	68	0.0%	0	8.1%	8	1.9%	2
Cramlington Town Centre	21.0%	309	0.0%	0	0.0%	0	88.4%	101	27.7%	33	11.8%	9	17.0%	17	1.7%	2
Haltwhistle District Centre	1.7%	24	0.0%	0	31.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	13.5%	198	93.2%	70	67.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth Town Centre	17.1%	251	1.1%	1	0.8%	1	5.8%	7	10.9%	13	84.8%	62	14.4%	14	39.6%	37
Ponteland District Centre	3.2%	47	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe District Centre	3.8%	56	4.9%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1470		75		78		114		120		73		100		94
Sample:		1471		99		98		100		102		100		100		100

Q36 What is the MAIN reason you visit the (CENTRE MENTIONED AT Q35) instead of other centres?*Those who visit a centre at Q34*

Choice and range of shops	20.5%	301	4.9%	4	17.4%	14	10.3%	12	29.6%	35	22.7%	17	34.1%	34	31.3%	29
Choice of leisure facilities (restaurants, pubs etc)	1.7%	25	1.7%	1	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Choice of services (hairdressers, banks etc)	1.6%	23	1.0%	1	3.4%	3	0.7%	1	0.0%	0	0.0%	0	0.6%	1	3.6%	3
Close to home	55.3%	813	79.4%	60	62.8%	49	76.1%	87	51.2%	61	52.4%	38	42.7%	43	35.1%	33
Close to work	2.9%	42	0.0%	0	6.5%	5	0.8%	1	0.0%	0	2.7%	2	1.9%	2	3.4%	3
Convenient car parking (i.e. easy to park)	1.5%	22	0.0%	0	0.0%	0	0.7%	1	0.9%	1	4.2%	3	2.2%	2	0.9%	1
Easily accessible by car	0.7%	11	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Easily accessible by foot / cycle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Easily accessible by public transport	1.7%	24	1.0%	1	0.8%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.8%	1
Environmental quality of centre (i.e. clean / attractive environment)	2.6%	38	3.9%	3	0.8%	1	0.8%	1	4.8%	6	1.0%	1	2.6%	3	0.0%	0
Good disabled access	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops are close together	0.8%	11	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.6%	1	0.0%	0	3.4%	3
Good market	0.4%	6	0.0%	0	0.0%	0	1.3%	1	1.7%	2	0.8%	1	0.6%	1	0.0%	0
Livestock market	0.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / good value	0.4%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Nice atmosphere / friendly people	1.8%	26	0.0%	0	0.8%	1	1.5%	2	0.0%	0	3.4%	2	1.4%	1	5.1%	5
Parking is cheap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Parking is free	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.0%	2
Visit preferred supermarket operator	1.2%	17	0.8%	1	1.0%	1	0.0%	0	0.0%	0	3.2%	2	0.8%	1	3.7%	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
Close to friends / family	1.1%	16	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	1.7%	2
For a day trip	0.7%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality shops	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.8%	1	0.8%	1	0.9%	1
To support local business	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Nothing in particular)	4.1%	61	7.3%	6	1.6%	1	2.9%	3	8.8%	11	0.8%	1	10.3%	10	5.5%	5
Weighted base:		1470		75		78		114		120		73		100		94
Sample:		1471		99		98		100		102		100		100		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q37A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? First mention:																
<i>Those who visit a centre at Q34</i>																
Increased choice and range of shops	23.6%	346	22.7%	17	18.5%	14	18.2%	21	41.9%	50	26.5%	19	38.8%	39	12.6%	12
Discount foodstores within the town centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	13	1.5%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.7%	1	1.7%	2
Improved leisure facilities	1.5%	22	0.8%	1	1.8%	1	2.9%	3	0.0%	0	5.9%	4	0.0%	0	0.8%	1
Improved quality of shops	2.6%	38	2.7%	2	4.1%	3	0.0%	0	2.3%	3	0.0%	0	4.3%	4	0.8%	1
More parking	11.0%	162	14.8%	11	21.9%	17	22.9%	26	6.4%	8	16.9%	12	6.5%	7	12.1%	11
Cheaper parking	0.8%	12	4.9%	4	2.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	2
Improved street cleaning	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.0%	15	2.3%	2	2.6%	2	0.7%	1	0.0%	0	1.0%	1	1.4%	1	0.0%	0
Cheaper public transport	0.6%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.1%	46	7.7%	6	1.6%	1	0.8%	1	0.9%	1	2.4%	2	7.3%	7	4.8%	4
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.3%	19	4.2%	3	2.4%	2	1.5%	2	0.0%	0	1.6%	1	0.6%	1	4.0%	4
More independent shops	0.7%	11	1.8%	1	1.0%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.0%	1
Less congestion	1.2%	18	0.0%	0	0.0%	0	0.8%	1	1.5%	2	5.0%	4	0.6%	1	2.6%	2
More pedestrianised areas	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fewer vacant shops	0.7%	10	1.6%	1	2.4%	2	0.0%	0	0.9%	1	0.8%	1	0.6%	1	1.7%	2
Better prices	0.8%	12	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Improve the market / introduce a market	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Nothing / Nothing else)	46.7%	687	35.0%	26	35.8%	28	49.5%	56	37.6%	45	33.2%	24	37.3%	37	50.4%	47
(Don't know)	1.9%	28	0.0%	0	0.8%	1	2.0%	2	5.5%	7	0.8%	1	0.0%	0	5.6%	5
Weighted base:		1470		75		78		114		120		73		100		94
Sample:		1471		99		98		100		102		100		100		100

Q37B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? Second mention:*Those who mentioned a measure at Q37A*

Increased choice and range of shops	7.2%	55	7.7%	4	13.4%	7	4.4%	2	3.0%	2	1.5%	1	12.4%	8	6.6%	3
Discount foodstores within the town centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.2%	24	2.8%	1	3.1%	2	1.3%	1	2.8%	2	0.0%	0	7.7%	5	0.0%	0
Improved leisure facilities	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	1.0%	1	2.4%	1
Improved quality of shops	3.8%	29	6.7%	3	0.0%	0	0.0%	0	2.9%	2	1.2%	1	8.1%	5	0.0%	0
More parking	2.1%	16	2.5%	1	2.5%	1	0.0%	0	0.0%	0	1.5%	1	3.2%	2	4.0%	2
Cheaper parking	0.6%	5	1.2%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Increased public transport	1.6%	12	4.3%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cheaper public transport	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better environment	5.2%	39	5.4%	3	0.0%	0	1.4%	1	8.3%	6	0.0%	0	3.0%	2	1.9%	1
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
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
Fewer charity shops	1.4%	10	4.1%	2	2.8%	1	0.0%	0	4.3%	3	2.4%	1	0.0%	0	2.4%	1
More independent shops	1.0%	8	1.2%	1	2.8%	1	0.0%	0	1.4%	1	1.3%	1	1.2%	1	0.0%	0
Less congestion	1.3%	10	1.3%	1	0.0%	0	2.8%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More pedestrianised areas	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.1%	8	3.6%	2	1.2%	1	2.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Better prices	0.7%	5	1.6%	1	6.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve the market / introduce a market	1.0%	8	0.0%	0	0.0%	0	2.8%	2	8.3%	6	0.0%	0	1.0%	1	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	64.1%	484	53.5%	26	62.7%	31	83.2%	46	64.4%	44	80.8%	39	58.9%	37	76.1%	31
(Don't know)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.3%	2
Weighted base:		755		49		49		55		68		48		63		41
Sample:		728		72		55		53		55		63		60		43

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q37C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q35) more often? Third mention:																
<i>Those who mentioned a measure at Q37B</i>																
Increased choice and range of shops	3.4%	9	3.2%	1	0.0%	0	16.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Improved leisure facilities	1.4%	4	0.0%	0	6.6%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Improved quality of shops	2.6%	7	2.7%	1	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	12.1%	1
More parking	3.3%	9	5.9%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0
Cheaper parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Improved street cleaning	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.7%	10	3.5%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	4.9%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.0%	3	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion	1.5%	4	5.8%	1	0.0%	0	8.0%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0
More pedestrianised areas	1.0%	3	3.5%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market / introduce a market	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	3.1%	1	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	70.7%	185	64.8%	15	85.1%	16	75.6%	7	75.8%	18	66.1%	6	58.7%	15	87.9%	7
(Don't know)	4.8%	13	5.3%	1	4.1%	1	0.0%	0	7.5%	2	6.2%	1	0.0%	0	0.0%	0
Weighted base:		262		23		18		9		24		9		25		8
Sample:		251		34		21		9		24		15		24		

Q37X Q37 Any mention: [MR]*Those who visit a centre at Q34*

Increased choice and range of shops	27.9%	410	28.6%	22	27.0%	21	21.7%	25	43.6%	52	27.5%	20	46.5%	47	15.6%	15
Discount foodstores within the town centre	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.0%	44	3.3%	3	2.7%	2	0.7%	1	1.6%	2	1.8%	1	5.5%	5	1.7%	2
Improved leisure facilities	3.0%	44	0.8%	1	3.3%	3	2.9%	3	0.0%	0	10.1%	7	0.6%	1	1.9%	2
Improved quality of shops	5.0%	73	7.8%	6	4.1%	3	0.0%	0	5.4%	7	0.8%	1	9.4%	9	1.9%	2
More parking	12.6%	186	18.2%	14	24.4%	19	22.9%	26	6.4%	8	17.9%	13	11.7%	12	13.9%	13
Cheaper parking	1.2%	17	5.7%	4	2.4%	2	0.7%	1	0.8%	1	0.8%	1	0.6%	1	1.9%	2
Improved street cleaning	1.0%	15	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.4%	5	0.0%	0
Increased public transport	1.8%	27	5.1%	4	3.4%	3	0.7%	1	0.0%	0	1.8%	1	2.0%	2	0.0%	0
Cheaper public transport	0.6%	9	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better environment	6.4%	95	12.3%	9	1.6%	1	1.5%	2	6.6%	8	2.4%	2	10.4%	10	5.6%	5
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	2.2%	32	8.4%	6	4.1%	3	1.5%	2	2.5%	3	3.2%	2	0.6%	1	5.0%	5
More independent shops	1.3%	20	2.6%	2	2.7%	2	0.0%	0	0.8%	1	3.5%	3	0.8%	1	1.0%	1
Less congestion	2.2%	32	2.6%	2	0.0%	0	2.8%	3	1.5%	2	6.7%	5	0.6%	1	2.6%	2
More pedestrianised areas	0.5%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0
Fewer vacant shops	1.2%	18	3.9%	3	3.2%	2	1.3%	2	0.9%	1	1.6%	1	0.6%	1	1.7%	2
Better prices	1.2%	17	1.1%	1	8.3%	6	0.0%	0	0.9%	1	1.6%	1	0.0%	0	0.0%	0
Improve the market / introduce a market	1.2%	18	0.0%	0	0.0%	0	1.3%	2	7.9%	9	0.0%	0	1.4%	1	0.0%	0
Better disabled access	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Weighted base:		1470		75		78		114		120		73		100		94
Sample:		1471		99		98		100		102		100		100		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q38 Do people in your household, including yourself, make use of home internet shopping, mobile internet shopping or TV shopping? [MR]																
Yes, Internet (home)	63.8%	964	60.5%	46	65.3%	52	54.5%	62	58.2%	70	70.3%	52	62.9%	63	65.2%	61
Yes, Portable internet shopping (through mobile phone / tablet)	32.9%	497	27.8%	21	28.8%	23	20.7%	24	26.2%	31	28.7%	21	46.8%	47	24.1%	23
Yes, TV Shopping	4.7%	71	2.5%	2	1.6%	1	2.9%	3	6.1%	7	2.6%	2	7.6%	8	5.8%	5
No	27.7%	419	30.3%	23	31.3%	25	33.2%	38	37.8%	45	28.7%	21	29.2%	29	28.3%	26
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Q39 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]*Those who shop via Internet / TV at Q38*

Food	11.1%	121	8.7%	5	11.2%	6	3.1%	2	5.2%	4	10.9%	6	12.1%	9	13.4%	9
Clothes	44.2%	483	39.8%	21	36.4%	20	24.1%	18	47.5%	35	44.1%	23	47.1%	33	31.4%	21
Banking / finance	3.8%	41	1.2%	1	7.3%	4	2.0%	2	1.3%	1	13.0%	7	0.0%	0	0.0%	0
Books	44.2%	482	47.4%	25	62.3%	34	46.3%	35	30.1%	22	61.3%	32	28.5%	20	45.2%	30
CDs, DVDs, music	41.7%	455	38.8%	21	56.5%	31	45.1%	34	33.2%	25	59.5%	31	40.3%	29	34.3%	23
DIY goods	6.1%	67	2.7%	1	20.2%	11	6.3%	5	1.3%	1	1.4%	1	1.8%	1	6.1%	4
Furniture / carpets	5.3%	58	2.3%	1	14.5%	8	7.3%	6	2.4%	2	7.1%	4	10.2%	7	4.5%	3
Garden items	4.7%	52	6.0%	3	11.1%	6	1.0%	1	3.7%	3	9.5%	5	2.0%	1	4.1%	3
Holiday and / or travel tickets	4.9%	54	11.2%	6	8.8%	5	6.5%	5	1.2%	1	12.7%	7	2.9%	2	7.3%	5
Jewellery	2.9%	32	0.0%	0	1.1%	1	2.0%	2	9.3%	7	0.0%	0	7.4%	5	0.0%	0
Major electrical items	16.8%	183	18.2%	10	28.8%	16	13.9%	11	7.9%	6	25.4%	13	22.6%	16	15.5%	10
Small electrical items	23.0%	252	17.8%	9	37.7%	20	20.7%	16	17.4%	13	36.9%	19	28.7%	20	17.7%	12
Small household goods	15.4%	168	12.1%	6	25.6%	14	9.8%	7	10.6%	8	12.7%	7	9.1%	6	7.9%	5
Sports goods	8.5%	93	13.8%	7	8.5%	5	8.3%	6	14.0%	10	5.4%	3	7.3%	5	3.6%	2
Toys	15.3%	167	6.2%	3	21.8%	12	14.3%	11	13.1%	10	18.6%	10	10.9%	8	7.7%	5
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
Cosmetics / toiletries / health & beauty / personal care products	3.8%	42	3.7%	2	5.0%	3	2.5%	2	3.6%	3	6.2%	3	5.9%	4	5.0%	3
Pet supplies	1.7%	19	1.4%	1	2.3%	1	0.0%	0	6.1%	5	0.0%	0	1.8%	1	1.2%	1
Car parts	1.8%	19	1.4%	1	1.1%	1	3.0%	2	1.3%	1	2.4%	1	0.0%	0	1.2%	1
Stationery	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
(Don't know / varies)	7.0%	76	9.4%	5	5.9%	3	7.5%	6	12.6%	9	8.2%	4	4.4%	3	10.3%	7
Weighted base:		1092		53		54		76		75		52		71		67
Sample:		1002		63		61		63		60		66		61		68

Q40 For your household's last non-food electronic (home / mobile / TV) shopping order, how did you normally receive your goods?*Those who shop via Internet / TV at Q38*

Collection at store	4.5%	49	4.8%	3	6.5%	4	7.2%	6	3.7%	3	9.9%	5	1.8%	1	1.2%	1
Home delivery	89.5%	978	81.8%	43	85.9%	47	91.6%	70	87.2%	65	86.8%	45	98.2%	70	98.8%	66
Delivery to place of work	1.1%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	7	2.3%	1	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	2.5%	27	6.0%	3	1.4%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	26	7.4%	4	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1092		53		54		76		75		52		71		67
Sample:		1002		63		61		63		60		66		61		68

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q40AWhat do you like about shopping online as opposed to actually going to a store or centre? [MR]																
Those who shop via Internet / TV at Q38																
24 / 7 opening	9.1%	99	7.4%	4	12.8%	7	8.6%	7	5.0%	4	20.0%	10	8.6%	6	12.7%	9
Better choice	16.9%	185	15.3%	8	9.7%	5	14.1%	11	18.0%	13	21.6%	11	20.6%	15	11.8%	8
Better prices	17.8%	194	11.7%	6	12.1%	7	19.1%	15	17.5%	13	19.8%	10	15.9%	11	10.4%	7
Easy to compare prices / reviews	7.6%	83	9.5%	5	7.4%	4	2.3%	2	5.1%	4	4.9%	3	7.3%	5	5.1%	3
Less time consuming	37.0%	404	29.3%	16	55.4%	30	40.5%	31	39.9%	30	45.4%	24	42.2%	30	33.6%	23
No crowds or queues	6.2%	68	1.4%	1	1.4%	1	6.2%	5	10.3%	8	12.7%	7	3.7%	3	12.3%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy / convenient	14.1%	154	28.0%	15	14.7%	8	16.8%	13	11.4%	8	3.8%	2	0.9%	1	19.3%	13
Delivery service / delivered to door	4.4%	49	3.9%	2	2.2%	1	1.0%	1	8.2%	6	1.1%	1	5.6%	4	8.8%	6
Easier because of disability	1.1%	12	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
I don't like shopping	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can shop from the comfort of home / don't have to go out	5.2%	57	3.8%	2	3.3%	2	9.2%	7	1.5%	1	8.2%	4	2.9%	2	3.5%	2
You know if an item is in stock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saves on petrol	0.5%	6	0.0%	0	1.1%	1	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	6.7%	73	7.5%	4	8.4%	5	2.2%	2	7.6%	6	0.0%	0	10.1%	7	9.9%	7
Weighted base:		1092		53		54		76		75		52		71		67
Sample:		1002		63		61		63		60		66		61		68

Q41 Which of these leisure activities do you participate in? [MR/PR]

Health & fitness	18.1%	274	21.7%	16	8.8%	7	14.1%	16	11.1%	13	16.7%	12	13.3%	13	7.5%	7
Leisure centre activities	19.7%	298	29.7%	23	17.3%	14	21.3%	24	10.9%	13	19.4%	14	13.4%	13	8.4%	8
Cinema	49.9%	754	56.9%	43	41.7%	33	67.1%	77	37.6%	45	48.1%	35	54.8%	55	37.2%	35
Restaurant	75.4%	1140	88.8%	68	70.7%	56	84.2%	96	77.5%	93	78.4%	57	75.6%	76	66.0%	62
Pub / bars	54.6%	825	69.3%	53	41.4%	33	60.7%	69	52.0%	62	49.6%	36	64.0%	64	41.4%	39
Nightclub	7.2%	110	8.2%	6	1.6%	1	11.8%	13	9.4%	11	3.2%	2	17.6%	18	4.4%	4
Social club	10.4%	158	4.3%	3	5.0%	4	12.0%	14	17.1%	21	13.1%	10	28.7%	29	6.1%	6
Ten pin bowling	15.3%	232	35.8%	27	16.0%	13	11.2%	13	14.1%	17	15.2%	11	17.2%	17	5.3%	5
Bingo	9.1%	138	4.8%	4	4.9%	4	11.5%	13	19.7%	24	6.8%	5	18.9%	19	4.3%	4
Theatre / concert hall	49.7%	751	57.5%	44	38.6%	30	45.8%	52	51.4%	62	56.7%	42	38.5%	39	43.7%	41
Museum / art galleries	37.8%	571	47.3%	36	27.3%	22	33.4%	38	40.0%	48	44.1%	32	39.0%	39	24.3%	23
(None of these)	9.8%	148	3.4%	3	18.6%	15	6.7%	8	11.4%	14	4.0%	3	9.2%	9	16.4%	15
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q42 Which centre / facility did you last visit for indoor sports or health and fitness activity?																
<i>Those who visit Health / fitness / leisure centre facilities at Q41 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
Duns Swimming Pool, Langtongate, Duns	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth Leisure Centre, North Street, Eyemouth	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso Swimming Pool, Inch Road, Kelso	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Centre, Northumberland Road, Berwick-upon-Tweed	4.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Valhalla Gym, 2B King Street, Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Fitness Centre, Abbotsford Court Business Centre, Kelso	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bamburgh Castle Golf Club, The Wynding, Bamburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheviot Hills, Northumberland National Park	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putton Mill Fitness Centre, Putton Mill, Duns	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spittal	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ocean Club, Seafield Road, Seahouses	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Laidlow Memorial Pool and Leisure Centre, Oxnam Road, Jedburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury Pool & Gym, Silverton Lane, Rothbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, 33A Bondgate Without, Alnwick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Village Farm Health Club, Middle Road, Alnwick	1.6%	6	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Sports and Leisure Centre, Willowburn Avenue, Alnwick	6.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	2
Alnwick	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhoughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits, Fenkle Street, Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RTC Sports & Leisure centre, Otterburn	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Community Centre, Duke Street, Alnwick	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Dene House Farm Gym Health Club, Dene House Farm, Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Longframlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macdonald Linden Hall Golf & Country Club, Longhorsley, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington Leisure Centre, Institute Road, Ashington	4.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	21.4%	5	18.7%	2
Choppington Social Welfare Centre, Choppington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Evolution Gym & Tanning Centre, 10a Station Road, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health and	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Fitness Club, Glebe Road, Bedlington																
Sporting Club Blyth, Tynedale Drive, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Community Centre, Front Street West, Bedlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Golf Club, Acorn Bank, Hartford Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Astley Community Activity and Sporting Centre, Astley Community High School, Elsdon Avenue, Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Zone 7																
Ponteland Leisure Centre, Callerton Lane, Ponteland	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Grange Country House Hotel, Berwick Hill, Ponteland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matfen Hall Hotel, Matfen Village, Newcastle upon Tyne	0.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns United Reform Church, Canterbury Way, Newcastle upon Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary the Virgin Parish Church, The Vicarage, Thornhill Rd, Newcastle upon Tyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barn, Thorneyford Farm, Ponteland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Prudhoe Football & Sports Centre, Prudhoe Community High School, Moor Road, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe Waterworld, Front Street, Prudhoe	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhow Westworld, West Road, Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
North County Leisure, Hexham Business Park, Hexham	0.6%	2	5.4%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	7.6%	31	77.7%	17	43.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Corbridge Tennis Club, Tynedale Park, Station Road, Corbridge	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	0.5%	2	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Therapy Centre, The Old Workhouse, Corbridge Road, Hexham	0.2%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Haltwhistle Swimming & Leisure Centre, Greencroft, Haltwhistle	1.6%	7	0.0%	0	40.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Pool, St Johns House, Garrigill, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Changes Gym and Personal Training Club, High Pit Road, Cramlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	10.7%	44	0.0%	0	0.0%	0	56.1%	18	0.0%	0	12.7%	3	14.8%	3	0.0%	0

Column % ges.

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Cramlington Learning Village, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northburn Sports and Community Centre, Cramlington, Crowhall Lane	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.0%	8	0.0%	0	0.0%	0	0.0%	0	21.5%	5	0.0%	0	0.0%	0	0.0%	0
Curves, Admiral Business Park, Nelson Way, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Elite Physique Fitness, Atley Business Park, Nelson Industrial Estate, Cramlington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	3	14.8%	3	0.0%	0
Life & Soul Fitness Centre, Bassington Industrial Estate, Cramlington	2.1%	9	0.0%	0	0.0%	0	27.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Blyth Sports Centre, Bolam Park, Blyth	6.5%	26	0.0%	0	0.0%	0	0.0%	0	69.0%	15	0.0%	0	0.0%	0	0.0%	0
Fit 2 Be, Croft Road, Blyth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 13																
FitnessVibes, 35a Bridge Street, Morpeth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Healthland Ladies Fitness, Sanderson Arcade, Morpeth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Morpeth Riverside Leisure Centre, New Market, Morpeth	3.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	8	0.0%	0	0.0%	0
The Peegasus Centre, Tranwell Village, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tropicana, 76 Newgate Street, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth Golf Club, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pegswood Community Project, School House, Longhirst Road, Pegswood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Watson House Holistic Therapy Centre, Oldgate, Morpeth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin by the Sea	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0
Ashington	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4	0.0%	0
Curves, Jubilee Industrial Estate, Ashington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4	0.0%	0
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
YMCA, North View, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Ellington Welfare Social Centre, Lynemouth Road, Ellington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Park Leisure, Links Road, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Outside Study Area - Carlisle																
The Pools Swimming and Health Centre, James Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sands Centre, Newmarket Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity Leisure Centre, Strand Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area -																

Column % ges.

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Dumfries and Galloway																
Eskdale Leisure Centre, Thomas Telford Road, Langholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Other, Outside Study Area - Edinburgh	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Blaydon Leisure and Primary Care Centre, Shibdon Road, Blaydon	1.3%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Dunston Leisure Centre, Dunston Bank, Gateshead	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, Outside Study Area - Gateshead	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Harrogate																
Other, Outside Study Area - Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle upon Tyne																
Centre for Sport, The West Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Leisure Centre, High Friars, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elswick Pool, Beech Grove Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth Pool, Regent Farm Road, Gosforth, Newcastle Upon Tyne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond Pool, St George's Terrace, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Park Sports Centre, Anfield Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn Activity Centre, Grange Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotswood Sports Centre, Denton Road, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Way, West Denton Way, Newcastle Upon Tyne	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
The Lakeside Centre, Southgate, Killingworth	1.8%	7	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Velocity, Cobalt Business Park, West Allotment, Newcastle upon Tyne	1.1%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waves Leisure Centre, The Links, Whitley Bay	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Galashiels Swimming Pool, Livingstone Place, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gytes Leisure Centre, Walkershaugh, Peebles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Leisure Centre, Melrose Road, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teviotdale Leisure Centre, Mansfield Road, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Triftness, Netherdale, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Sports Centre, Tweedbank, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
Other, Outside Study Area - South Tyneside	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		407		22		16		31		22		20		22		9
Sample:		345		28		15		23		16		23		16		11

Northumberland Household Survey

for WYG

Weighted:

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	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q43 Which centre / facility did you last visit to go the cinema?																
<i>Those who go to the cinema at Q41 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
New Palace Theatre, Organ Heritage Centre, Todholes, Greenlaw, Duns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses Hub, End of Southfield Avenue, Seahouses	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Maltings Theatre & Cinema, Eastern Lane, Berwick-upon-Tweed	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick Playhouse, Bondgate, Alnwick	2.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	5
Zone 8																
Fuse Community Cinema, Fuse Media Centre, Prudhoe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
The Forum Cinema, 8-9 Market Place, Hexham	6.3%	47	56.4%	24	30.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Haltwhistle Film Project, Market Square, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Vue, Manor Walks, Forum Way, Cramlington	37.9%	283	0.0%	0	0.0%	0	85.4%	65	56.5%	26	52.8%	18	54.3%	29	57.1%	20
Zone 12																
Phoenix Theatre, 37a Beaconsfield Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle																
Vue, 50 Botchergate, Carlisle	1.0%	8	0.0%	0	23.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Empire, Front Street, 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
Outside Study Area - Edinburgh																
Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Fort Kinnaird Retail Park, Fort Kinnaird	3.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Ocean Drive, Edinburgh	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Odeon, Metrocentre, Gateshead	15.3%	114	32.4%	14	29.9%	10	7.2%	6	0.0%	0	12.7%	4	7.4%	4	2.4%	1
Vue, Trinity Square, Gateshead	0.9%	7	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
Empire, The Gate, Newgate Street, Newcastle Upon Tyne	6.3%	47	9.9%	4	11.6%	4	0.0%	0	0.0%	0	7.7%	3	12.3%	7	2.2%	1
Tyneside Cinema, 10 Pilgrim Street, Newcastle Upon Tyne	3.0%	23	1.3%	1	0.0%	0	2.2%	2	2.0%	1	5.1%	2	0.0%	0	2.8%	1
Outside Study Area - North Tyneside																
Odeon, Silverlink Retail Park, Osprey Drive, Wallsend	13.4%	100	0.0%	0	0.0%	0	5.3%	4	36.6%	17	21.7%	7	25.9%	14	20.9%	7
Outside Study Area - Scotland																
Cineworld, Union Square Shopping Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Aberdeen																
Outside Study Area - Scottish Borders																
Heart Of Hawick, Heritage Hub, Kirkstile, Hawick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavilion Cinema, Market Street, Galashiels	3.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wynd Theatre, Melrose, Melrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
Cineworld, Abingdon Way, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																
Sheffield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	746		43		32		77		45		34		53		35	
Sample:	656		53		36		57		35		43		34		33	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Stamfordham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Blanchland	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedley on the Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.0%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Riding Mill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.4%	4	2.0%	1	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
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	1.2%	14	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hexham	4.9%	54	48.8%	32	24.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.1%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.2%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	3.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.9%	10	1.0%	1	17.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Cramlington	12.4%	137	0.0%	0	0.0%	0	63.7%	59	9.2%	8	8.6%	5	30.2%	22	1.3%	1
Manor Walks Retail Park, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.2%	57	0.0%	0	0.0%	0	1.0%	1	41.0%	38	1.0%	1	0.8%	1	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Morpeth	7.9%	87	0.0%	0	0.0%	0	4.7%	4	4.2%	4	57.6%	32	7.0%	5	21.2%	12
Pedgwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 14																
Newbiggin-by-the-sea	0.6%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.4%	5	0.0%	0
Zone 15																
Amble	2.2%	24	0.0%	0	0.0%	0	1.7%	2	0.0%	0	2.6%	1	0.8%	1	21.9%	13
Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.0%	2
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																
Abroad	0.8%	9	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Outside Study Area - Carlisle																
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.5%	6	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Consett	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	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, Outside Study Area - County Durham	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotley Bridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																
Other, Outside Study Area - East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Other, Outside Study Area - Eden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	1.8%	20	1.0%	1	0.0%	0	1.7%	2	0.0%	0	2.6%	1	5.3%	4	1.7%	1
Metro Park West, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	1.0%	11	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Outside Study Area - Glasgow																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.3%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	1.0%	11	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.0%	1	1.7%	1	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.6%	7	0.9%	1	0.0%	0	0.0%	0	1.0%	1	1.3%	1	1.7%	1	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	16.2%	179	27.4%	18	17.2%	10	12.0%	11	14.8%	14	11.0%	6	8.7%	6	10.3%	6
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.1%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
Benton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Newcastle Upon Tyne																
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	0.6%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shiremoor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	1.2%	13	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.9%	1	1.4%	1
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.9%	10	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	1.1%	1	0.0%	0
Whitley Bay	1.5%	16	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.3%	1
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																
Blackpool	0.2%	2	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area - Scotland																
Other, Outside Study Area - Scotland	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	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, Outside Study Area - Scottish Borders	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																
Other, Outside Study Area - South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Outside Study Area - South Tyneside																
Hebburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
West																
Other, Outside Study Area - South West	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																
Other, Outside Study Area - West Midlands	0.2%	3	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																
Leeds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Yorkshire & The Humber	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1108			65		56		92		92		56		74		59
Sample:	1090			82		65		79		76		77		69		61

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15
Q45 Which centre / facility did you last visit to go to bars, pubs & night / social clubs?															
<i>Those who go to Pubs / bars / nightclubs / social club at Q41 AND Excl. nulls, markets & SFT's</i>															
Zone 1															
Bamburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berwick-upon-tweed	2.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coldstream	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Duns	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
East Ord	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eyemouth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenlaw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heatherslaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelso	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lindisfarne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seahouses	0.5%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spittal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tweedmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wooler	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2															
Alnmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alnwick	3.8%	31	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	11.6%	5
Ancrum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cartington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Craster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eglingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Embleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Howick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jedburgh	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirk Yetholm	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morebattle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.3%	1
Otterburn	0.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rochester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothbury	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thropton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3															
Earsden	0.6%	5	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%
Great Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knowesgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longhorsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Mitford	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Monkseaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4															
Ashington	7.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	64.2%	43	7.5%
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stakeford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Zone 5															
Bedlington	3.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Choppington	0.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6															
Annitsford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dudley, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holywell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Delaval	1.8%	15	0.0%	0	0.0%	0	1.3%	1	3.1%	2	0.0%	0	0.0%	0	0.0%
Seaton Sluice	0.9%	7	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Seghill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7															
Heddon-on-the-wall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matten	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ponteland	2.6%	21	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Seaton Burn	0.5%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Stamfordham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Blanchland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedley on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riding Mill	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	1.4%	11	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.6%	30	49.6%	23	12.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Falston	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.2%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	3	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.2%	1	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Cramlington	8.9%	73	0.0%	0	0.0%	0	70.9%	50	3.4%	2	0.0%	0	5.8%	4	1.8%	1
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.2%	51	0.0%	0	0.0%	0	1.3%	1	62.6%	37	0.0%	0	0.0%	0	0.0%	0
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Morpeth	7.1%	58	0.0%	0	0.0%	0	0.0%	0	1.6%	1	78.8%	31	4.2%	3	8.0%	3
Pedgwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.4%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Newbiggin-by-the-sea	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0
Zone 15																
Amble	2.2%	18	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.6%	1	0.0%	0	34.7%	15
Broomhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Ellington	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Felton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.3%	1
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Swarland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Warkworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Outside Study Area - Abroad																
Abroad	1.1%	9	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey for WYG

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	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Outside Study Area - Carlisle																
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	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, Outside Study Area - County Durham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotley Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																
Other, Outside Study Area - East Midlands	0.2%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Other, Outside Study Area - Eden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	2.4%	19	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Outside Study Area - Glasgow																
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.7%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	13.7%	112	22.2%	11	17.4%	6	2.5%	2	9.6%	6	7.5%	3	9.8%	7	13.8%	6
Newcastle Shopping Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	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, Outside Study Area - Newcastle upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Newcastle Upon Tyne																
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North 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
Other, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	1.1%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	1.9%	1	0.0%	0
Whitley Bay	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																
Blackpool	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland																
Other, Outside Study Area - Scotland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	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, Outside Study Area - Scottish Borders	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																
Other, Outside Study Area - South East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
West																
Other, Outside Study Area - South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																
Other, Outside Study Area - West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																
Leeds	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, Outside Study Area - Yorkshire & The Humber	0.2%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	820		47		33		70		59		40		67		43	
Sample:	767		59		39		52		42		53		59		43	

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
Q46 Which centre / facility did you last visit to go ten-pin bowling?																
<i>Those who go ten pin bowling at Q41 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
J&I Leisure (amusements) Ltd., Beachcomber Amusements, High Street, Eyemouth	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Wentworth Leisure Centre, Wentworth Park, Wentworth Place, Hexham	19.7%	40	77.2%	21	85.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Falstone Village Hall, Falstone	0.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Cramlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	1
Outside Study Area - Carlisle																
AMF Bowling, Currock Road, Carlisle	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Fountain Park, Fountain Bridge, Dundee Street, Edinburgh	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Namco Funscape, Unit 244, Intu Metrocentre, Gateshead	32.8%	66	11.4%	3	9.9%	1	25.9%	3	33.2%	5	82.7%	9	62.5%	8	46.8%	2
Outside Study Area - Newcastle Upon Tyne																
Intu Eldon Square, Northumberland Street, Newcastle Upon Tyne	1.8%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.1%	1	0.0%	0
Lane7, 80-90 St James' Blvd, Newcastle Upon Tyne	10.7%	22	11.4%	3	0.0%	0	37.2%	5	12.8%	2	0.0%	0	0.0%	0	0.0%	0
M F A Bowl, 440 Westgate Road, Newcastle Upon Tyne	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
1st Bowl, Rotary Way, Royal Quays, North Shields	5.2%	11	0.0%	0	0.0%	0	0.0%	0	26.1%	4	0.0%	0	0.0%	0	28.7%	1
Starbowl, Rotary Way, Royal Quays, North Shields	15.5%	31	0.0%	0	0.0%	0	31.1%	4	21.2%	3	17.3%	2	31.4%	4	0.0%	0
Whitley Bay Ice Rink, Hillheads Road, Whitley Bay	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - North Tyneside	0.6%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																
Other, Outside Study Area - North West	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
South Shields Bowl Centre, Jack Clark Park, Horsley Hill Road, South Shields	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dunes Entertainment Centre, Sea Road, South Shields	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		202		27		13		13		14		10		13		3
Sample:		147		28		10		10		9		9		9		3

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q47 Which centre / facility do you normally visit for bingo?																
<i>Those who play bingo at Q41 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
Duns	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnwick	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick Working Mens Club, Clayport Street, Alnwick	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Guide Post Working Mens Club, High Street, Guide Post	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Bedlington Social Club, Market Place, Bedlington	1.5%	2	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Social Club, Netherton Lane, Bedlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Ponteland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley Union Jack Social Club, Hilda Terrace, Throckley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Prudhoe Working Mens Club, South Road, Prudhoe	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Hexham	1.0%	1	52.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Haydonian Social Club, Shaftoe Street, Haydon Bridge	0.5%	1	0.0%	0	15.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
Gala Bingo, Forum Way, Cramlington	22.4%	29	0.0%	0	0.0%	0	59.9%	7	0.0%	0	86.8%	4	38.1%	7	20.8%	1
Zone 12																
Blyth Sports & Social Club, Coomassie Road, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo Club, Rink Street, Blyth	26.6%	34	0.0%	0	0.0%	0	34.1%	4	84.6%	20	0.0%	0	0.0%	0	40.3%	2
South Beach Residents Association, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo Road Social Club & Institute, Blyth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Togston Terrace Social Club, Togston Road, Morpeth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	1
Zone 14																
Gala Bingo, Milburn Road, Ashington	14.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1	55.2%	10	0.0%	0
Newbiggin Bank House, Newbiggin-by-the-Sea	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Zone 15																
Hadston House Youth and Community Projects, Bondicar Road, Hadston	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	1
Outside Study Area - Carlisle																
Gala Bingo Carlisle, Englishgate Plaza, Botchergate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opera Bingo, 72 Denton Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Gala Clubs, 1 Metro Retail Park, Gateshead	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Gateshead, East Street, Gateshead	3.2%	4	0.0%	0	84.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area -																

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle Upon Tyne																
Gala Bingo Newcastle, Clifford Street, Newcastle Upon Tyne	3.2%	4	47.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orion Bingo Bestrose Ltd, 404 Stamfordham Road, Newcastle Upon Tyne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North Tyneside																
Gala Bingo, Middle Engine Lane, Wallsend	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ritz Bingo, Forest Hall Road, Forest Hall, Newcastle upon Tyne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scottish Borders																
Border Bingo, Market Street, Galashiels	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
Crown Bingo, Hudson Street, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo Club, 52-60 Dean Road, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	128			3		4		12		24		4		19		4
Sample:	110			4		2		10		14		3		15		5

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q48 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?																
<i>Those who visit cultural destinations at Q41 AND Excl. nulls, markets & SFT's</i>																
Zone 1																
Bamburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Berwick-upon-tweed	2.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chirnside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ord	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenlaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heatherslaw	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindisfarne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spittal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedbank Retail Park, Berwick Upon Tweed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																
Alnmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.7%	23	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.6%	1	1.6%	1	11.8%	6
Ancrum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cartington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eglingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Embleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Yetholm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morebattle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-by-the-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Otterburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rennington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thropton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Retail Park, Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																
Earsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowesgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longhorsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkseaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whalton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																
Ashington	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	8	3.5%	2
Guide Post	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																
Bedlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																
Annitsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holywell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seghill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																
Heddon-on-the-wall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matten	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Burn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Stamfordham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																
Blanchland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedley on the Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riding Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slaley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.1%	17	18.2%	8	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Humshaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidens Walk Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynedale Retail Park, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																
Allendale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bardon Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrasford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fourstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garrigill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilsland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kielder Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley on Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonehaugh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																
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
Manor Walks Retail Park, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Walks Shopping Centre, Cramlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																
Albion Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	2.1%	17	0.0%	0	0.0%	0	3.0%	2	18.0%	13	1.1%	1	1.3%	1	1.6%	1
Blyth Valley Retail Park, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambois	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keel Row Shopping Centre, Blyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																
Morpeth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	1	0.0%	0	0.0%	0
Pedgewood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sanderson Arcade, Morpeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																
Newbiggin-by-the-sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																
Amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broomhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-on-the-Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad																
Abroad	0.7%	6	1.7%	1	2.0%	1	0.0%	0	1.2%	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							
Outside Study Area - Carlisle																
Botchergate Warner Village Multiplex, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.5%	4	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Market Hall, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currock Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Street Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Carlisle	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, Outside Study Area - Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lanes, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - County Durham																
Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Front Street Retail Park, Consett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hermiston Retail Park, Consett	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, Outside Study Area - County Durham	0.3%	2	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Shotley Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Lothian																
Dunbar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - East Midlands																
Other, Outside Study Area - East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Eden																
Other, Outside Study Area - Eden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Edinburgh																
Edinburgh	8.5%	71	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.2%	1	0.0%	0	2.0%	1
Fort Retail Park, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Fife																
Fife Central Retail Park, Kirkcaldy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Gateshead																
Allison Court, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon Shopping Centre, Blaydon On Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	25	3.2%	1	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2
Gateshead - Costco, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead – Gibside Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollyhill Shopping Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Metro Park West, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Gateshead - Ikea, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sands Road, Swalwell, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Shopping Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyne Bridge Retail Park, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Outside Study Area - Glasgow																
Glasgow	0.5%	5	0.0%	0	2.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - London																
Central London	3.0%	25	5.1%	2	8.7%	3	2.5%	2	2.5%	2	2.9%	1	2.9%	1	3.6%	2
Outside Study Area - Midlothian																
Other, Outside Study Area - Midlothian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Newcastle Upon Tyne																
139-153 Grainger Street, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Park Road, South Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denton Park Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinnington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eldon Garden Shopping Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grainger Quarter, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Avenue, Gosforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Eldon Square, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston And Belvedere Retail Parks, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Park Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monument Mall, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	63.7%	535	66.3%	31	61.3%	19	89.8%	56	58.4%	42	82.6%	42	68.8%	33	66.3%	32
Newcastle Shopping Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Shopping Centre, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Newcastle upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Point, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James' Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gosforth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The International Centre For Life, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Denton Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East																
Other, Outside Study Area - North East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton on Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland	2.0%	16	2.8%	1	2.0%	1	1.2%	1	2.9%	2	4.6%	2	2.6%	1	0.0%	0
Outside Study Area - North Tyneside																
Benton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

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Newcastle Upon Tyne																
Coast Road Retail Park, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Shields	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, Outside Study Area - North Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park View Shopping, Whitley Bay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping / Leisure Park, Newcastle Upon Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road Retail Park, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon Shopping Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Forum Shopping Centre, Wallsend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Killingworth Centre, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.4%	20	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	1.6%	1	0.0%	0
Whitley Road Retail Park, Newcastle Upon Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																
Blackpool	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other, Outside Study Area - North West	0.5%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1
Outside Study Area - Scotland																
Other, Outside Study Area - Scotland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Outside Study Area - Scottish Borders																
Comely Bank Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Douglas Bridge Shopping Centre, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunsdalehaugh Retail Park, Selkirk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels Retail Park, Galashiels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick Retail Park, Hawick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunter's Bridge Retail Park, Galashiels	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, Outside Study Area - Scottish Borders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South East																
Other, Outside Study Area - South East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South Tyneside																
Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Shopping Centre, Hebburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops Jarrow, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Denmark Centre, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Viking Shopping Centre, Jarrow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towers Place, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Square, South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - South																

Column % ges.

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
West																
Other, Outside Study Area - South West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Sunderland																
Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleries Shopping Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Midlands																
Other, Outside Study Area - West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire & The Humber																
Leeds	0.2%	2	0.0%	0	2.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other, Outside Study Area - Yorkshire & The Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.3%	3	1.3%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		840		46		31		63		72		50		48		48
Sample:		827		59		40		57		59		69		43		51

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q49AWhich leisure facilities would you like to see more of in the Northumberland area? First mention:																
Bars / pubs	0.7%	10	4.1%	3	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better shopping facilities	0.9%	13	0.0%	0	1.0%	1	1.3%	2	1.5%	2	1.6%	1	0.0%	0	0.0%	0
Bowling alley	2.7%	41	0.0%	0	0.0%	0	4.5%	5	3.2%	4	8.6%	6	1.4%	1	2.5%	2
Cinema	3.3%	50	0.8%	1	1.9%	2	0.0%	0	2.3%	3	14.1%	10	10.6%	11	4.0%	4
Concert hall / venue	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	1.3%	1	0.0%	0
Cycle paths / area	1.1%	17	1.7%	1	0.8%	1	0.7%	1	0.8%	1	1.7%	1	0.0%	0	0.9%	1
Dance facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (Gym)	1.8%	27	0.0%	0	0.8%	1	3.5%	4	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.4%	7	0.8%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	1.7%	26	0.0%	0	0.0%	0	2.9%	3	0.0%	0	4.3%	3	4.0%	4	0.0%	0
More children facilities / activities	3.1%	47	2.4%	2	1.7%	1	1.4%	2	3.2%	4	6.0%	4	2.5%	2	5.3%	5
More sports facilities (football pitches, tennis courts)	1.3%	20	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.8%	1	2.5%	3	0.0%	0
Museum / art galleries	0.7%	11	1.0%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.7%	2
Outdoor play areas / park facilities	1.9%	29	0.0%	0	0.8%	1	6.2%	7	0.8%	1	0.0%	0	0.0%	0	6.1%	6
Paintballing	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	0.7%	11	0.0%	0	0.8%	1	0.0%	0	1.7%	2	3.4%	2	0.0%	0	0.0%	0
Swimming pool	3.0%	45	0.8%	1	1.7%	1	2.2%	2	0.0%	0	4.2%	3	1.4%	1	2.7%	3
Theatre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.6%	2	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.5%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	1	0.0%	0
More for younger people to do	0.2%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor snow centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tennis courts	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better upkeep of existing facilities	0.2%	4	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bowling green	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.1%	2	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family oriented activities	0.2%	4	1.1%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Better facilities for the disabled	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery club	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(None)	64.5%	976	78.3%	60	80.6%	64	70.5%	80	77.2%	93	45.5%	33	59.6%	60	68.5%	64
(Don't know)	8.1%	122	3.6%	3	6.0%	5	1.3%	1	2.8%	3	1.1%	1	15.5%	16	4.7%	4
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15							
Q49B Which leisure facilities would you like to see more of in the Northumberland area? Other mentions: [MR]																
<i>Those who mentioned a facility at Q49A</i>																
Bars / pubs	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	13.1%	3	0.0%	0
Better shopping facilities	1.6%	7	0.0%	0	0.0%	0	0.0%	0	9.2%	2	1.9%	1	0.0%	0	3.1%	1
Bowling alley	3.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	29.3%	7	0.0%	0
Cinema	6.5%	27	0.0%	0	0.0%	0	0.0%	0	7.5%	2	3.3%	1	13.1%	3	0.0%	0
Concert hall / venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths / area	1.5%	6	0.0%	0	5.7%	1	7.2%	2	3.9%	1	1.6%	1	0.0%	0	0.0%	0
Dance facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (Gym)	2.7%	11	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.6%	1	13.1%	3	7.0%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.8%	11	0.0%	0	0.0%	0	4.7%	2	7.5%	2	3.1%	1	0.0%	0	0.0%	0
More children facilities / activities	6.4%	26	0.0%	0	6.1%	1	0.0%	0	7.5%	2	0.0%	0	0.0%	0	3.9%	1
More sports facilities (football pitches, tennis courts)	2.8%	12	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.5%	1	3.3%	1
Museum / art galleries	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor play areas / park facilities	2.2%	9	4.5%	1	17.9%	2	2.3%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	2.2%	9	0.0%	0	0.0%	0	4.7%	2	0.0%	0	1.9%	1	13.1%	3	3.9%	1
Swimming pool	3.4%	14	0.0%	0	5.7%	1	0.0%	0	4.6%	1	3.7%	1	2.5%	1	0.0%	0
Theatre	3.1%	13	22.5%	3	12.9%	1	0.0%	0	4.6%	1	11.2%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
More for younger people to do	1.1%	4	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor snow centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.2%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better upkeep of existing facilities	0.8%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
More family oriented activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for the disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing further)	61.2%	253	59.4%	8	52.1%	6	76.2%	25	59.3%	14	65.5%	26	39.3%	10	68.7%	17
(Don't know)	2.7%	11	0.0%	0	5.7%	1	0.0%	0	3.9%	1	1.6%	1	0.0%	0	7.0%	2
Weighted base:	413		14		11		32		24		39		25		25	
Sample:	399		16		15		26		21		48		19		24	

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q49X Q49 Any mention: [MR]																
Bars / pubs	1.0%	15	4.1%	3	0.0%	0	0.7%	1	0.0%	0	2.0%	1	3.3%	3	1.0%	1
Better shopping facilities	1.3%	20	0.0%	0	1.0%	1	1.3%	2	3.4%	4	2.6%	2	0.0%	0	0.8%	1
Bowling alley	3.7%	56	0.0%	0	0.0%	0	4.5%	5	3.2%	4	10.4%	8	8.7%	9	2.5%	2
Cinema	5.1%	77	0.8%	1	1.9%	2	0.0%	0	3.8%	5	15.8%	12	13.8%	14	4.0%	4
Concert hall / venue	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	1.3%	1	0.0%	0
Cycle paths / area	1.5%	23	1.7%	1	1.6%	1	2.7%	3	1.6%	2	2.5%	2	0.0%	0	0.9%	1
Dance facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness (Gym)	2.6%	39	0.0%	0	0.8%	1	4.2%	5	0.0%	0	1.7%	1	3.3%	3	2.7%	3
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	9	0.8%	1	0.0%	0	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.5%	38	0.0%	0	0.0%	0	4.2%	5	1.5%	2	5.9%	4	4.0%	4	0.0%	0
More children facilities / activities	4.9%	74	2.4%	2	2.6%	2	1.4%	2	4.7%	6	6.0%	4	2.5%	2	6.3%	6
More sports facilities (football pitches, tennis courts)	2.1%	32	0.8%	1	1.6%	1	0.0%	0	0.8%	1	1.7%	1	3.1%	3	0.9%	1
Museum / art galleries	0.9%	13	1.0%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.7%	2
Outdoor play areas / park facilities	2.5%	38	0.8%	1	3.2%	2	6.8%	8	0.8%	1	2.8%	2	0.0%	0	6.1%	6
Paintballing	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	1.3%	20	0.0%	0	0.8%	1	1.3%	2	1.7%	2	4.4%	3	3.3%	3	1.0%	1
Swimming pool	3.9%	59	0.8%	1	2.5%	2	2.2%	2	0.9%	1	6.2%	5	2.0%	2	2.7%	3
Theatre	1.4%	22	4.1%	3	1.7%	1	0.0%	0	1.9%	2	8.5%	6	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.6%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0
More for younger people to do	0.5%	8	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor snow centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tennis courts	0.2%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better upkeep of existing facilities	0.5%	7	0.0%	0	0.0%	0	1.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bowling green	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.2%	3	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More family oriented activities	0.2%	4	1.1%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Better facilities for the disabled	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Archery club	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Mean score: [Miles]

Q49CHow far would you be willing to travel to access (MOST IMPORTANT FACILITY MENTIONED AT Q49A)?*Those who mentioned a facility at Q49A*

1 - 5 miles	36.8%	152	10.1%	1	24.4%	3	48.5%	16	35.8%	9	58.5%	23	36.8%	9	52.0%	13
6 - 10 miles	18.1%	75	31.6%	4	12.9%	1	32.0%	10	8.5%	2	21.0%	8	31.7%	8	20.2%	5
11 - 15 miles	9.5%	39	9.0%	1	12.9%	1	4.7%	2	4.6%	1	0.0%	0	2.5%	1	10.3%	3
16 - 20 miles	11.2%	46	36.1%	5	0.0%	0	0.0%	0	20.0%	5	9.1%	4	2.6%	1	11.1%	3
21 - 25 miles	3.2%	13	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	15.7%	4	0.0%	0
26 - 30 miles	4.1%	17	0.0%	0	6.1%	1	0.0%	0	3.7%	1	1.9%	1	5.0%	1	3.1%	1
31 - 39 miles	1.3%	5	8.7%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
40 - 49 miles	2.3%	9	0.0%	0	17.5%	2	0.0%	0	4.6%	1	1.6%	1	0.0%	0	0.0%	0
50 miles or more	2.7%	11	4.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
(Don't know / refused)	10.8%	45	0.0%	0	12.9%	1	14.8%	5	22.7%	5	4.8%	2	5.6%	1	0.0%	0
Mean:		12.88		16.97		19.63		5.91		12.63		9.04		11.38		9.30
Weighted base:		413		14		11		32		24		39		25		25
Sample:		399		16		15		26		21		48		19		24

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Q50 How do you normally travel when visiting leisure destinations?																
Car / van (as driver)	64.4%	974	59.5%	45	62.1%	49	68.0%	78	50.7%	61	61.0%	45	54.1%	54	66.6%	62
Car / van (as passenger)	12.2%	184	8.1%	6	19.4%	15	7.7%	9	17.3%	21	8.5%	6	12.5%	13	9.5%	9
Bus, minibus or coach	7.2%	109	11.2%	9	1.7%	1	6.3%	7	8.6%	10	10.7%	8	12.7%	13	8.8%	8
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Walk	7.7%	116	12.0%	9	3.9%	3	9.9%	11	10.0%	12	15.1%	11	16.0%	16	3.7%	4
Taxi	1.6%	23	1.5%	1	0.0%	0	2.1%	2	3.4%	4	0.0%	0	1.4%	1	1.9%	2
Train	0.4%	6	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse & wagon	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 / varies)	5.7%	87	6.9%	5	11.9%	9	4.6%	5	10.0%	12	3.0%	2	2.5%	2	9.5%	9
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

GEN Gender of respondent.

Male	30.4%	459	41.1%	31	20.0%	16	33.4%	38	26.3%	32	28.5%	21	35.7%	36	32.1%	30
Female	69.6%	1053	58.9%	45	80.0%	63	66.6%	76	73.7%	88	71.5%	52	64.3%	64	67.9%	64
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

AGE Could I ask how old you are please?

18 – 24 years	3.1%	46	8.2%	6	0.0%	0	3.5%	4	0.0%	0	0.0%	0	6.5%	7	0.0%	0
25 – 34 years	14.5%	219	8.2%	6	16.4%	13	20.9%	24	11.8%	14	8.4%	6	26.1%	26	4.4%	4
35 – 44 years	15.9%	240	6.3%	5	9.4%	7	20.1%	23	18.1%	22	14.5%	11	13.8%	14	10.2%	10
45 – 54 years	19.9%	300	18.8%	14	9.0%	7	14.7%	17	21.3%	26	17.7%	13	9.2%	9	18.7%	17
55 – 64 years	19.1%	289	23.1%	18	21.2%	17	18.1%	21	18.5%	22	23.8%	17	22.3%	22	29.3%	27
65+ years	25.5%	385	31.3%	24	42.9%	34	22.8%	26	27.2%	33	32.3%	24	22.0%	22	34.0%	32
(Refused)	2.1%	32	4.2%	3	1.1%	1	0.0%	0	3.1%	4	3.3%	2	0.0%	0	3.4%	3
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

EMP Is the chief wage earner in full-time or part-time employment?

Full-time	63.5%	783	59.6%	37	46.8%	27	69.2%	66	70.0%	60	51.1%	32	69.6%	57	51.7%	37
Part-time	11.4%	140	14.7%	9	15.7%	9	10.3%	10	9.7%	8	13.3%	8	7.5%	6	13.3%	9
Retired - private company pension	24.5%	302	24.5%	15	36.2%	21	20.5%	19	18.2%	16	33.7%	21	21.4%	17	33.9%	24
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
(Refused)	0.6%	8	1.2%	1	1.3%	1	0.0%	0	2.1%	2	1.9%	1	1.5%	1	1.2%	1
Weighted base:		1233		63		58		95		86		63		82		71
Sample:		1191		79		72		80		71		84		76		74

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

One	20.7%	312	22.1%	17	17.5%	14	19.7%	23	28.3%	34	13.4%	10	21.8%	22	22.0%	21
Two	53.9%	815	44.2%	34	65.9%	52	56.0%	64	38.3%	46	56.6%	41	58.1%	58	58.2%	54
Three	14.3%	216	16.6%	13	13.8%	11	12.5%	14	21.8%	26	10.0%	7	10.2%	10	10.0%	9
Four	7.4%	112	14.0%	11	1.8%	1	9.1%	10	8.8%	11	16.0%	12	8.6%	9	4.6%	4
Five	1.1%	16	1.0%	1	0.0%	0	1.4%	2	0.0%	0	1.8%	1	0.7%	1	0.9%	1
Six or more	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)	2.5%	37	2.1%	2	1.1%	1	1.3%	1	2.8%	3	2.2%	2	0.6%	1	4.3%	4
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Northumberland Household Survey

for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
CHI How many children aged under 16 years old are there living in your household?																
None	69.5%	1050	82.8%	63	71.4%	56	65.7%	75	66.3%	80	68.5%	50	67.0%	67	79.0%	74
One	12.3%	187	5.2%	4	13.8%	11	7.6%	9	20.2%	24	15.9%	12	16.8%	17	9.0%	8
Two	11.9%	180	6.8%	5	11.3%	9	22.0%	25	10.8%	13	13.3%	10	6.5%	7	7.7%	7
Three	3.4%	52	3.1%	2	2.4%	2	3.5%	4	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Four	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.1%	1	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)	2.7%	41	2.1%	2	1.1%	1	1.3%	1	2.8%	3	2.2%	2	0.6%	1	4.3%	4
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

CAR How many cars does your household own or have the use of?

None	11.5%	173	13.7%	10	4.6%	4	6.0%	7	24.0%	29	11.4%	8	21.3%	21	6.9%	6
One	38.6%	583	25.0%	19	46.8%	37	58.2%	66	42.4%	51	39.4%	29	44.8%	45	44.6%	42
Two	36.5%	552	44.2%	34	42.3%	33	23.2%	26	25.1%	30	32.9%	24	26.4%	26	39.0%	36
Three or more	10.7%	161	14.9%	11	4.3%	3	11.2%	13	5.7%	7	14.2%	10	6.2%	6	5.3%	5
(Refused)	2.8%	42	2.1%	2	2.0%	2	1.3%	1	2.8%	3	2.2%	2	1.2%	1	4.3%	4
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

HOM Do you own your own home?

Yes	74.4%	1124	74.4%	57	77.9%	61	82.2%	94	74.2%	89	88.5%	65	66.9%	67	81.5%	76
No	22.6%	341	18.7%	14	19.5%	15	16.5%	19	23.0%	28	9.3%	7	32.5%	33	13.3%	12
(Refused)	3.1%	46	7.0%	5	2.6%	2	1.3%	1	2.8%	3	2.2%	2	0.6%	1	5.2%	5
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	96.4%	1457	96.4%	73	98.9%	78	98.7%	113	96.3%	116	97.8%	72	98.8%	99	94.8%	89
Indian	0.0%	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%	1	0.0%	0	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	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.2%	2	0.0%	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
(Refused)	3.0%	45	3.6%	3	1.1%	1	1.3%	1	3.7%	4	2.2%	2	1.2%	1	5.2%	5
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

ZON Zone:

Zone 1	12.9%	196	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.9%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.6%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.2%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	7.5%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	5.0%	76	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	100.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	7.6%	114	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	7.9%	120	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0	0.0%	0
Zone 14	6.6%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 15	6.2%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94
Weighted base:		1512		76		79		114		120		73		100		94
Sample:		1511		100		100		100		102		100		100		100

Northumberland Household Survey for WYG

Weighted:

August 2015

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
NE69 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE70 7	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE71 6	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD10 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD11 3	2.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD12 4	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD14 5	2.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD15 1	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD15 2	2.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 7	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 8	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD8 6	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1512			76		79		114		120		73		100		94
Sample:	1511			100		100		100		102		100		100		100



Appendix 4 – Quantitative Capacity (Convenience Goods) Assessment

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 4

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION					PER CAPITA EXPENDITURE (EXC SFT) CONVENIENCE (£)				
	2015 Persons	2016 Persons	2021 Persons	2026 Persons	2031 Persons	2015 Persons	2016 Persons	2021 Persons	2026 Persons	2031 Persons
1	54,374	54,464	54,882	55,201	55,362	2,122	2,126	2,156	2,222	2,286
2	33,517	33,593	33,963	34,292	34,577	2,140	2,144	2,174	2,241	2,306
3	8,262	8,409	9,146	9,883	10,621	2,418	2,422	2,456	2,532	2,605
4	17,914	18,027	18,593	19,158	19,724	1,790	1,793	1,818	1,874	1,928
5	26,217	26,487	27,839	29,191	30,542	1,762	1,765	1,789	1,845	1,898
6	24,146	24,253	24,775	25,281	25,747	1,881	1,884	1,911	1,970	2,026
7	27,539	27,712	28,519	29,358	30,194	2,154	2,157	2,188	2,256	2,320
8	28,889	28,999	29,550	30,103	30,646	2,004	2,008	2,036	2,099	2,159
9	19,205	19,294	19,742	20,189	20,637	2,126	2,130	2,160	2,227	2,290
10	19,427	19,491	19,816	20,137	20,453	2,111	2,115	2,145	2,211	2,275
11	28,738	29,085	30,818	32,552	34,285	1,798	1,801	1,826	1,883	1,937
12	30,203	30,364	31,167	31,970	32,774	1,727	1,729	1,754	1,808	1,860
13	18,595	18,662	19,000	19,337	19,675	2,025	2,028	2,057	2,121	2,181
14	25,811	25,938	26,571	27,204	27,837	1,726	1,729	1,754	1,808	1,860
15	23,098	23,180	23,588	23,996	24,404	1,982	1,985	2,013	2,075	2,135
TOTAL	385,936	387,959	397,969	407,852	417,476					

Notes:

a. Post code sectors:

1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7

2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6

3 - NE19 2, NE61 3, NE61 4 and NE65 8

4 - NE62 5 and NE63 8

5 - NE22 5/6/7 and NE24 4

6 - NE23 7, NE25 0 and NE26 4

7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9

8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0

9 - NE45 5, NE46 1/2/3 and 4

10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9

11 - NE23 1/2/3/6/8

12 - NE24 1/2/3/5

13 - NE61 1/2/6

14 - NE63 0/9 and NE64 6

15 - NE61 5, NE65 0/9

b. Population figures taken from Experian G3 Micromarketer (2014 data) for 2013 and rolled forward to the 2015 base year and each of the forecast years using population growth forecasts for each zone provided by Northumberland Council (rounded to nearest 100)

c. Per capita expenditure at 2013 sourced from Experian G3 Micromarketer (2014 data) and rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1

d. Excludes spending on Special Forms of Trading (internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 PRICES

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 4

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE CONVENIENCE					GROWTH CONVENIENCE			
	2015 £m	2016 £m	2021 £m	2026 £m	2031 £m	15-'16 £m	15-'21 £m	15-'26 £m	15-'31 £m
1	115.38	115.77	118.30	122.67	126.55	0.4	2.9	7.3	11.2
2	71.74	72.02	73.84	76.86	79.72	0.3	2.1	5.1	8.0
3	19.98	20.37	22.47	25.03	27.66	0.4	2.5	5.1	7.7
4	32.06	32.32	33.81	35.91	38.03	0.3	1.7	3.8	6.0
5	46.18	46.74	49.82	53.85	57.96	0.6	3.6	7.7	11.8
6	45.42	45.70	47.34	49.80	52.17	0.3	1.9	4.4	6.8
7	59.31	59.79	62.40	66.22	70.05	0.5	3.1	6.9	10.7
8	57.90	58.22	60.16	63.18	66.16	0.3	2.3	5.3	8.3
9	40.83	41.09	42.64	44.95	47.26	0.3	1.8	4.1	6.4
10	41.02	41.22	42.50	44.53	46.52	0.2	1.5	3.5	5.5
11	51.67	52.38	56.29	61.29	66.41	0.7	4.6	9.6	14.7
12	52.15	52.51	54.66	57.81	60.96	0.4	2.5	5.7	8.8
13	37.66	37.86	39.08	41.01	42.92	0.2	1.4	3.4	5.3
14	44.56	44.85	46.59	49.18	51.77	0.3	2.0	4.6	7.2
15	45.77	46.01	47.48	49.80	52.10	0.2	1.7	4.0	6.3
TOTAL	761.6	766.9	797.4	842.1	886.2	5.2	35.8	80.5	124.6

TABLE 2B: MAIN / TOP-UP SPLIT (2015)

ZONE	EXPENDITURE CONVENIENCE - 2015		
	MAIN £m	TOP-UP £m	TOTAL £m
1	80.59	34.79	115.38
2	55.45	16.28	71.74
3	15.14	4.84	19.98
4	23.77	8.30	32.06
5	33.99	12.19	46.18
6	35.73	9.69	45.42
7	43.49	15.82	59.31
8	40.44	17.46	57.90
9	28.82	12.01	40.83
10	29.95	11.07	41.02
11	36.31	15.36	51.67
12	42.18	9.97	52.15
13	29.22	8.44	37.66
14	32.12	12.43	44.56
15	34.63	11.15	45.77
	561.83	199.79	761.62

Notes:

a. Post code sectors

1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7

2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6

3 - NE19 2, NE61 3, NE61 4 and NE65 8

4 - NE62 5 and NE63 8

5 - NE22 5/6/7 and NE24 4

6 - NE23 7, NE25 0 and NE26 4

7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9

8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0

9 - NE45 5, NE46 1/2/3 and 4

10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9

11 - NE23 1/2/3/6/8

12 - NE24 1/2/3/5

13 - NE61 1/2/6

14 - NE63 0/9 and NE64 6

15 - NE61 5, NE65 0/9

b. Population figures taken from Experian G3 Micromarketer (2014 data) for 2013 and rolled forward to the 2015 base year and each of the forecast years using population growth forecasts for each zone provided by Northumberland Council (rounded to nearest 100)

c. Per capita expenditure at 2013 sourced from Experian G3 Micromarketer (2014 data) and rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1

d. Excludes spending on Special Forms of Trading (Internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 PRICES

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 4

TABLE 4: RETAINED EXPENDITURE BY DESTINATION (CONVENIENCE)

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Aldi, Kingstown Road, Kingstown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.

TABLE 5: PERFORMANCE ANALYSIS OF EXISTING PROVISION (CONVENIENCE)

DESTINATION	GROSS FLOORSPACE	NET SALES	NET CONVENIENCE SALES AREA	PROPORTION	SALES DENSITY	BENCHMARK TURNOVER	SURVEY TURNOVER INCLUDING INFLOW
	SQ.M	SQ.M	SQ.M (A)		(B)	(AxB)	£M
NORTHUMBERLAND							
Zone 1							
Berwick-upon-Tweed							
Farmfoods, Northumberland Road, Berwick-upon-Tweed	688	448	425	95.0%	7,026	2.99	0.33
Berwick-upon-tweed	-	-	-	-	-	0.98	0.98
Out-of-Centre							
Asda Supermarket, Main Street, Tweedmouth	2,704	1,568	1,051	67.0%	13,901	14.61	9.70
Aldi, North Road, Berwick-upon-Tweed	1,159	686	549	80.0%	11,748	6.45	16.25
Tesco, Ord Road, Berwick-upon-Tweed	4,619	2,284	1,729	75.7%	12,099	20.92	19.72
M&S Simply Food, Tweedbank Retail Park, Berwick-upon-Tweed	1,127	562	536	95.4%	11,578	6.21	0.41
Morrisons, North Road, Berwick-upon-Tweed	6,020	3,068	2,454	80.0%	13,388	32.86	27.27
Tweedbank Retail Park, Berwick Upon Tweed	-	-	-	-	-	-	0.90
Tweedmouth	-	-	-	-	-	0.00	0.00
Spar, Main Street, Tweedmouth	-	-	-	-	-	0.63	0.63
Sub-Total Berwick-upon-Tweed	16,318	8,617	6,745			85.65	76.19
Other Zone 1							
Bamburgh	-	-	-	-	-	0.09	0.09
Belford	-	-	-	-	-	0.00	0.00
Co-op, West Street, Belford	428	285	248	87.3%	8,146	2.02	1.53
Coldstream	-	-	-	-	-	1.55	1.55
Seahouses	-	-	-	-	-	0.29	0.29
Co-op, Main Street, Seahouses	608	405	353	87.3%	8,146	2.88	1.32
Wooler	-	-	-	-	-	0.00	0.00
Co-op, High Street, Wooler	531	353	308	87.3%	8,146	2.51	0.86
Co-op, Market Place, Wooler	-	-	-	-	-	1.42	1.42
Chirnside	-	-	-	-	-	0.00	0.00
Coldingham	-	-	-	-	-	0.71	0.71
Co-op, High Street, Dicksons Yard, Eyemouth	-	-	-	-	-	0.91	0.91
Co-op, Newtown Street, Duns	-	-	-	-	-	8.56	8.56
Duns	-	-	-	-	-	0.31	0.31
Co-op, Highcroft, Kelso	-	-	-	-	-	0.80	0.80
Co-op, Roxburgh Street, Kelso	-	-	-	-	-	1.38	1.38
Lidl, Shedden Park Road, Kelso	-	-	-	-	-	3.70	3.70
Kelso	-	-	-	-	-	6.05	6.05
Eyemouth	-	-	-	-	-	1.17	1.17
Greenlaw	-	-	-	-	-	0.31	0.31
Sub-Total Zone 1						120.32	107.17
Zone 2							
Alnwick							
Morrisons, Fenkle Street, Alnwick	2,904	1,634	1,307	80.0%	13,388	17.50	21.3
Co-op, Bondgate, Alnwick	701	466	407	87.3%	8,146	3.31	0.3
Iceland, Bondgate, Alnwick	992	523	508	97.1%	7,615	3.87	1.2
Alnwick	-	-	-	-	-	0.68	0.7
Out of Centre							
Co-op, Victoria Road, Alnwick	320	213	186	87.3%	8,146	1.51	0.5
Lidl, South Road, Alnwick	1,393	1,035	828	80.0%	3,522	2.92	11.4
Sainsbury's, Willowburn Avenue, Alnwick	3,624	1,882	1,359	72.2%	12,684	17.24	13.5
Willowburn Retail Park, Alnwick	-	-	-	-	-	0.35	0.3
Sub-Total Alnwick	9,934	5,753	4,595			47.37	49.3
Other Zone 2							
Embleton	-	-	-	-	-	0.17	0.17
Otterburn	-	-	-	-	-	0.33	0.33
Rothbury	-	-	-	-	-	0.16	0.16
Co-op, High Street, Rothbury	357	214	187	87.3%	8,146	1.52	7.13
Shilbottle	-	-	-	-	-	0.20	0.20
Spar, North End, Longhoughton	-	-	-	-	-	0.33	0.33
Co-op, Cannongate, Jedburgh	267	160	140	87.3%	8,146	1.14	0.20
Co-op, Jewellers Wynd, High Street, Jedburgh	1,319	790	689	87.3%	8,146	5.62	3.04
Spar, Lothian Road, Jedburgh	-	-	-	-	-	0.17	0.17
Jedburgh	-	-	-	-	-	0.32	0.32
Sainsbury's, Pinnaclehill Industrial Estate, Kelso	3,848	1,998	1,443	72.2%	12,684	18.30	11.73
Kirk Yetholm	-	-	-	-	-	0.32	0.32
Morebattle	-	-	-	-	-	0.16	0.16
Sub-Total Zone 2						76.11	73.53
Zone 3							
Longframlington	-	-	-	-	-	0.74	0.74
Longhorsley	-	-	-	-	-	0.27	0.27
Sub-Total Zone 3						1.01	1.01
Zone 4							
Ashington							
Out-of-Centre							
Aldi, Morpeth Road, Ashington	1,612	883	706	80.0%	11,748	8.30	14.69
Other Zone 4							
Co-op, 38 The Square, Guide Post	624	415	362	87.3%	8,146	2.95	2.41
Guide Post	-	-	-	-	-	0.09	0.09
Co-op, 1-2 Gordon Terrace, Stakeford	260	173	151	87.3%	8,146	1.23	1.51
Stakeford	-	-	-	-	-	0.31	0.31
Sub-Total Zone 4						12.89	19.02
Zone 5							
Bedlington							
Morrisons, Choppington Road, Bedlington	1,007	655	524	80.0%	13,388	7.02	10.49
Bedlington	-	-	-	-	-	0.50	0.50
Sub-Total Bedlington						7.52	10.99
Blyth							
Out-of-Centre							
Asda Superstore, Cowpen Road, Blyth	9,547	5,145	3,087	60.0%	13,901	42.91	33.21
Co-op, Newcastle Road, Newsham	810	485	423	87.3%	8,146	3.45	0.93
Other Zone 5							
Choppington	-	-	-	-	-	0.09	0.09
Co-op, 10-12 Station Road, Bedlington Station	440	293	256	87.3%	8,146	2.08	0.87
Bedlington Station	-	-	-	-	-	0.35	0.35
Sub-Total Zone 5						56.40	46.44
Zone 6							
Co-op, Avenue Road, Seaton Delaval	645	251	219	87.3%	8,146	1.79	0.60
Co-op, Millway Garage, Beresford Road, Seaton Sluice	301	200	175	87.3%	8,146	1.42	1.66
New Hartley	-	-	-	-	-	0.11	0.11
Seaton Delaval	-	-	-	-	-	0.00	0.00
Seaton Sluice	-	-	-	-	-	0.18	0.18
Seghill	-	-	-	-	-	0.09	0.09
Spar, Main Street, South Seghill	-	-	-	-	-	0.18	0.18
Sub-Total Zone 6						3.77	2.82
Zone 7							
Ponteland							
One Stop, Merton Way, Ponteland	-	-	-	-	-	0.20	0.20
Sainsburys, Bell Villas, Ponteland	712	512	486	95.0%	12,684	6.17	2.87
Waitrose, 27 Main Street, Ponteland	1,766	965	793	82.2%	13,080	10.38	12.39
Ponteland	-	-	-	-	-	0.16	0.16
Out-of-Centre							
Co-op, 15-21 Broadway, Ponteland	657	437	382	87.3%	8,146	3.11	1.40
Sub-Total Ponteland	3,135	1,914	1,661			20.01	17.01
Other Zone 7							
Belsay	-	-	-	-	-	0.32	0.32
Heddon-on-the-wall	-	-	-	-	-	1.01	1.01
Spar, Heddon Service Station, Heddon-on-the-Wall	-	-	-	-	-	0.31	0.31
Co-op, Great North Road, Newcastle Upon Tyne	744	452	395	87.3%	8,146	3.21	0.00
Sainsburys, Newburn Road, Throckley	2,653	1,451	1,048	72.2%	12,684	13.29	7.85
Sub-Total Zone 7						38.16	26.51
Zone 8							
Prudhoe							
Co-op, Oakfield Terrace, Prudhoe	2,072	1,190	1,039	87.3%	8,146	8.46	9.8
One Stop, Front Street, Prudhoe	-	-	-	-	-	0.20	0.2
Prudhoe	-	-	-	-	-	0.62	0.6
Sub-Total Prudhoe						9.29	10.6
Other Zone 8							
Sialey	-	-	-	-	-	0.19	0.19
JA Whitelaw, Birches Nook, Stocksfield	-	-	-	-	-	0.24	0.24
Spar, Branch End Service Station, Main Road, Stocksfield	-	-	-	-	-	0.24	0.24
Wylam	-	-	-	-	-	0.63	0.63
Spar, South View, Wylam	-	-	-	-	-	1.79	1.79
Co-op, Derwent Street, Chopwell	385	256	223	87.3%	8,146	1.82	1.09
Sub-Total Zone 8						14.20	14.81

Zone 9							
Hexham							
Iceland, 17-21 Fore Street, Hexham	885	467	453	97.1%	7,615	3.45	2.07
M&S Foodhall, Maidens Walk, Hexham	1,623	974	929	95.4%	11,578	10.76	2.49
Maidens Walk Retail Park, Hexham	-	-	-	-	-	0.00	0.00
Hexham	-	-	-	-	-	2.90	2.90
Aldi, Haugh Lane Industrial Estate, Hexham	1,333	790	632	80.0%	11,748	7.42	20.35
Tesco Extra, 5 Alemouth Road, Hexham	8,864	5,397	3,508	65.0%	12,099	42.44	27.61
Waitrose, Wentworth Park, Hexham	2,622	1,433	1,178	82.2%	13,080	15.41	15.85
Out-of-Centre							
Tynedale Retail Park, Hexham	-	-	-	-	-	0.38	0.38
Sub-Total Hexham	15,327	9,061	6,701			82.77	71.6
Corbridge	-	-	-	-	-	0.93	0.93
Other Zone 9							
Co-op, 3-5 Hill Street, Corbridge	324	194	169	87.3%	8,146	1.38	1.73
Humshaugh	-	-	-	-	-	0.43	0.43
Sub-Total Zone 9						85.51	74.74
Zone 10							
Haltwhistle							
Co-op, Main Street, Haltwhistle	878	534	466	87.3%	8,146	3.80	0.79
Haltwhistle	-	-	-	-	-	0.13	0.13
Sainsburys, Fair Hill, Haltwhistle	771	451	428	95.0%	12,684	5.43	8.38
Sub-Total Haltwhistle	1,649	985	895			9.36	9.30
Other Zone 10							
Allendale	-	-	-	-	-	1.55	1.55
Bardon Mill	-	-	-	-	-	0.12	0.12
Bellingham	-	-	-	-	-	0.00	0.00
Co-op, 2-3 Parkside Place, Bellingham	194	129	113	87.3%	8,146	0.92	0.56
Greenhead	-	-	-	-	-	0.24	0.24
Haydon Bridge	-	-	-	-	-	0.00	0.00
Co-op, 4 Ratcliffe Road, Haydon Bridge	396	263	230	87.3%	8,146	1.87	2.41
Kielder Village Store, Castle Drive, Kielder	-	-	-	-	-	0.12	0.12
Wark	-	-	-	-	-	0.15	0.15
Whitfield	-	-	-	-	-	0.12	0.12
Co-op, Market Place, Alston	242	161	141	87.3%	8,146	1.15	1.00
Spar, Station Road, Alston	-	-	-	-	-	0.12	0.12
Alston	-	-	-	-	-	0.25	0.25
Sub-Total Zone 10						15.96	15.94
Zone 11							
Cramlington							
Asda, Dudley Court, Manor Walks Shopping Centre, Cramlington	4,851	2,728	1,828	67.0%	13,901	25.41	22.95
Home Bargains, Manor Walks Shopping Centre, Cramlington	-	-	-	-	-	0.25	0.25
Iceland, 43-45 Manor Walks Shopping Centre, Craster Court, Cramlington	423	288	280	97.1%	7,615	2.13	0.28
M&S Simply Food, Manor Walks Shopping Centre, Cramlington	1,022	715	682	95.4%	11,578	7.90	1.92
Sainsburys, Manor Walks Shopping Centre, Cramlington	5,025	2,828	2,042	72.2%	12,684	25.90	28.84
Manor Walks Shopping Centre, Cramlington	-	-	-	-	-	0.10	0.10
Cramlington	-	-	-	-	-	0.14	0.14
Out-of-Centre							
Aldi, Cumbrian Road, Cramlington	1,409	771	617	80.0%	11,748	7.25	18.39
Co-op, Exhibition Filling Station, Moor Farm Roundabout, Cramlington	-	-	-	-	-	0.85	0.85
Costcutter, Glenluce Drive, Cramlington	-	-	-	-	-	0.00	0.00
Nisa Local, Glenluce Court, Cramlington	-	-	-	-	-	0.14	0.14
One Stop, Brockwell Centre, Cramlington	-	-	-	-	-	0.46	0.46
Spar, West View, Cramlington	-	-	-	-	-	0.41	0.41
Sub-Total Cramlington	12,730	7,330	5,449			70.93	74.72
Sub-Total Zone 11						70.93	74.72
Zone 12							
Blyth							
Heron Foods, Waterloo Road, Blyth	-	-	-	-	-	0.09	0.1
Iceland, 23 Market Street, Blyth	337	229	222	97.1%	7,615	1.69	0.5
Keel Row Shopping Centre, Blyth	-	-	-	-	-	0.00	0.0
Morrisons, Regent Street, Blyth	5,572	2,840	2,272	80.0%	13,388	30.42	27.6
Blyth	-	-	-	-	-	3.76	3.8
Out-of-Centre							
Albion Retail Park, Blyth	-	-	-	-	-	0.00	0.0
Aldi, Cowpen Road, Blyth	1,368	811	649	80.0%	11,748	7.62	13.7
Asda Supermarket, Cowpen Road, Blyth	1,340	1,075	720	67.0%	13,901	10.0	9.1
Blyth Valley Retail Park, Blyth	-	-	-	-	-	0.0	0.0
Co-op, Southend Avenue, Blyth	242	145	127	87.3%	8,146	1.0	0.3
Lidl, Unit 1, Albion Retail Centre, Cowpen Road, Blyth	1,110	825	660	80.0%	3,522	2.3	3.3
Asda Superstore, Cowpen Road, Blyth (Zone 5)	9,547	5,145	3,087	60.0%	13,901	42.9	33.2
Co-op, Newcastle Road, Newsham (Zone 5)	810	485	423	87.3%	8,146	3.4	0.9
Sub-Total Blyth	20,326	11,555	8,160			103.32	92.5
Sub-Total Zone 12						56.95	58.35
Zone 13							
Morpeth							
Iceland, 8-10 Bridge Street, Morpeth	903	476	462	97.1%	7,615	3.52	0.54
Lidl, Stanley Terrace, Morpeth	1,180	877	702	80.0%	3,522	2.47	9.98
M&S Foodhall, Unit 24-27 Sanderson Arcade, Morpeth	1,623	974	929	95.4%	11,578	10.76	5.79
Morrisons, Dark Lane, Morpeth	4,847	2,470	1,976	80.0%	13,388	26.46	35.80
Sanderson Arcade, Morpeth	-	-	-	-	-	0.00	0.00
Morpeth	-	-	-	-	-	1.29	1.29
Out-of-Centre							
Abbey Meadows, Morpeth	-	-	-	-	-	0.00	0.00
Sainsburys Local, Shields Road, Morpeth	586	270	257	95.0%	12,684	3.25	1.71
Sub-Total Morpeth	9,139	5,067	4,325			47.75	55.12
Other Zone 13							
Stannington	-	-	-	-	-	0.50	0.50
Moorhouse Farm, Stannington Station Road, Stannington	-	-	-	-	-	0.00	0.00
Co-op, Front Street, Pegswood	291	194	169	87.3%	8,146	1.38	1.25
Pegswood	-	-	-	-	-	0.09	0.09
Sub-Total Zone 13						49.72	56.96
Zone 14							
Ashington							
Asda, Lintonville Terrace, Ashington	9,914	5,343	3,206	60.0%	13,901	44.57	54.63
Heron Foods, Station Road, Ashington	-	-	-	-	-	0.34	0.34
Iceland, Bellway House, Woodhorn Road, Ashington	709	483	469	97.1%	7,615	3.57	1.74
Ashington	-	-	-	-	-	3.96	3.96
Out-of-Centre							
Co-op, 202 Milburn Road, Ashington	320	213	186	87.3%	8,146	1.51	1.98
Lidl, High Hirst Farm, Woodhorn Road Back, Ashington	1,664	965	772	80.0%	3,522	2.72	6.46
Nisa Extra, Central Arcade, Woodhorn Road, Ashington	-	-	-	-	-	0.00	0.00
Aldi, Morpeth Road, Ashington (Zone 4)	1,612	883	706	80.0%	11,748	8.30	14.69
Sub-Total Ashington						64.96	83.80
Other Zone 14							
Newbiggin-by-the-sea	-	-	-	-	-	0.12	0.12
Co-op, 85 Front Street, Newbiggin-by-the-sea	464	278	243	87.3%	8,146	1.98	1.02
Co-op, Cleveland Terrace, Newbiggin-by-the-sea	255	170	148	87.3%	8,146	1.21	0.77
Spar, Meadowfield, North Seaton	-	-	-	-	-	0.93	0.93
Sub-Total Zone 14						60.90	71.95
Zone 15							
Amble							
Co-op, 1-11 Queen Street, Amble	734	440	384	87.3%	8,146	3.13	2.22
Heron Foods, Queen Street, Amble	-	-	-	-	-	0.00	0.00
Tesco Express, 93 Queen Street, Amble	769	328	312	95.0%	12,099	3.77	0.89
Amble	-	-	-	-	-	0.77	0.77
Out-of-Centre							
Co-op, Newburgh Street, Amble	166	99	86	87.3%	8,146	0.70	0.83
Sub-Total Amble	1,669	867	782			8.37	4.71
Other Zone 15							
Co-op, 7 The Precinct, Broomhill	434	260	227	87.3%	8,146	1.85	0.55
Co-op, West Market Street, Lynemouth	411	273	238	87.3%	8,146	1.94	2.53
Widdrington Station	-	-	-	-	-	0.00	0.00
Co-op, Widdrington Station, Widdrington Station	195	130	113	87.3%	8,146	0.92	0.50
Ellington	-	-	-	-	-	0.00	0.00
Hadston	-	-	-	-	-	0.69	0.69
Lynemouth	-	-	-	-	-	0.00	0.00
Sub-Total Zone 15						13.78	8.99
SUB-TOTAL NORTHUMBERLAND DISTRICT						606.85	602.78
SUB-TOTAL STUDY AREA						676.62	652.94

Notes:
a. Gross and net sales floorspace figures sourced from: Storepoint 2015 database or 2013 Study.
b. Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement
c. Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2014 or using WYG judgement
d. Sales densities derived from Verdict UK Food & Grocery Retailers 2014 or Mintel Retail Rankings 2015
e. WYG assume that local shops (where no know floorspace exists) are trading at equilibrium

2013 Prices

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 4

TABLE 6: CONVENIENCE RETAIL COMMITMENTS (AS AT JANUARY 2016)

LOCATION	DESCRIPTION OF RETAIL DEVELOPMENT	PLANNING APPLICATION REF	APPLICATION TYPE	DECISION DATE	TOTAL		SALES AREA FLOORSPACE	SALES DENSITY	CONVENIENCE				
					GROSS RETAIL FLOORSPACE	NET SALES AREA FLOORSPACE			BENCHMARK TURNOVER				
					SQ.M	SQ.M	SQ.M	£ PER SQ.M	2015 £M	2016 £M	2021 £M	2026 £M	2031 £M
Zone 1													
Berwick-upon-Tweed													
Tweedbank Retail Park, Berwick	New retail unit	13/02212/FUL		08/11/2013	514	411	0	-	-	-	-	-	-
Sub-Total Berwick-upon-Tweed					514	411	0	-	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1					514	411	0	-	0.00	0.00	0.00	0.00	0.00
Zone 2													
Alnwick													
Former Willis of Alnwick Ltd, South Road, Alnwick	Erection of two retail units, one to be occupied by Aldi	13/02550/FUL	Full	17/03/2014	1,516	1,125	900	11,748	10.57	10.53	10.43	10.48	10.53
	Aldi					270		-	-	-	-	-	-
	Retail Unit												
Land North East Of Leisure Centre Willowburn Avenue Alnwick	Construction of a retail unit for Pets at Home	15/00512/FUL	Full	19/06/2015	853	683	0	-	-	-	-	-	-
Sub-Total Alnwick					2,369	2,078	900	-	10.57	10.53	10.43	10.48	10.53
Sub-Total Zone 2					2,369	2,078	900	-	10.57	10.53	10.43	10.48	10.53
Zone 4													
Former Queens Head Pub, Front Street, Guide Post	Redevelopment for Nisa convenience store	14/02006/FUL	Full	23/10/2014	280	196	196	6,795	1.33	1.33	1.31	1.32	1.33
Sub-Total Zone 4					280	196	196	-	1.33	1.33	1.31	1.32	1.33
Zone 5													
Bedlington													
Site of Bedlington Day Centre, Schaalksmuhle Road, Bedlington	Erection of a Lidl foodstore	15/03266/FUL	Full	07/01/2016	2,268	1,424	1,139	3,522	4.01	4.00	3.96	3.98	4.00
Sub-Total Bedlington					2,268	1,424	1,139	-	4.01	4.00	3.96	3.98	4.00
Sub-Total Zone 5					2,268	1,424	1,139	-	4.01	4.00	3.96	3.98	4.00
Zone 9													
Hexham													
Land at Marks & Spencer, Maidens Walk, Hexham	Construction of a non-food retail unit (B&M)	14/01921/VARYCO	Full	21/08/2014	1,852	1,482	0	-	-	-	-	-	-
Hexham Bus Station and land to the rear, Priestpottle, Hexham	Redevelopment for a mix of retail, residential and commercial uses.	15/02794/FUL	Full	18/11/2015	2,402	1,681	0	-	-	-	-	-	-
Sub-Total Hexham					4,254	3,163	0	-	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 9					4,254	3,163	0	-	0.00	0.00	0.00	0.00	0.00
Zone 11													
Cramlington													
Former Cramlington Library, Forum Way, Cramlington	Redevelopment for A1 retail unit and/or D2 unit	14/04059/OUT	Outline	25/06/2015	1,858	1,301	650	10,776	7.01	6.98	6.91	6.94	6.98
Gala Bingo Club, Manor Walks Retail Park, Forum Way, Cramlington	Change of use from D2 (Assembly & Leisure) to Class A1 (Retail)	15/01125/FUL	Full	17/03/2014	615	492	0	-	-	-	-	-	-
Sub-Total Cramlington					2,473	1,793	650	-	7.01	6.98	6.91	6.94	6.98
Sub-Total Zone 11					2,473	1,793	650	-	7.01	6.98	6.91	6.94	6.98
Zone 12													
Blyth													
Land north west of South Quay Nursing Home, Cowpen Road, Blyth	Erection of a Lidl foodstore (relocation and expansion of existing store)	15/03270/FUL	Full	18/12/2015	1,346	567	453	3,522	1.60	1.59	1.57	1.58	1.59
Sub-Total Blyth					1,346	567	453	-	1.60	1.59	1.57	1.58	1.59
Sub-Total Zone 12					1,346	567	453	-	1.60	1.59	1.57	1.58	1.59
Zone 13													
Morpeth													
Former Morrisons store, Stanley Terrace, Morpeth	Redevelopment of the former Morrisons store to provide three retail units (Next, Home Bargains and Pets at Home)	15/01046/FUL	Full	18/12/2015	1,865	1,492	0	-	-	-	-	-	-
	Next				1,037	830	290	7,703	2.24	2.23	2.21	2.22	2.23
	Home Bargains				830	664	0	-	-	-	-	-	-
	Pets at Home												
Sub-Total Morpeth					3,732	2,986	290	-	2.24	2.23	2.21	2.22	2.23
Sub-Total Zone 13					3,732	2,986	290	-	2.24	2.23	2.21	2.22	2.23
SUB-TOTAL NORTHUMBERLAND DISTRICT					17,236	12,617	3,629	-	26.76	26.65	26.39	26.52	26.65

Notes

- Commitments sourced from Northumberland County Council
- Gross floorspace data sourced from planning application material. Net sales area floorspace data sourced from planning application material where available. If not available, net to gross ratio of 80% applied for retail warehouse units and 70% for other retail units. Net convenience sales area floorspace sourced from planning application material where available. If not available, floorspace split derived from Verdict (2014) or WYG estimate.
- Sales densities derived from Verdict (2014), Mintel Retail Rankings (2015) or WYG estimate
- For the proposed Lidl store in Blyth, the gross and net sales area floorspace represent the uplift in floorspace following the relocation of the store.

2013 Prices



Appendix 5 – Quantitative Capacity (Comparison Goods) Assessment

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 5

TABLE 9: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION										PER CAPITA EXPENDITURE (€X€5 FT)																																												
											CONVENIENCE																																												
	2015	2016	2016	2016	2026	2031	2015					2016					2021					2026					2031																												
	Clothing & Footwear	Books/Cds/DVDs	Small household	Recreation at E per person	Chemist	Electrical	DIY	Furniture	Gardening	TOTAL	Clothing & Footwear	Books/Cds/DVDs	Small household	Recreation at E per person	Chemist	Electrical	DIY	Furniture	Gardening	TOTAL	Clothing & Footwear	Books/Cds/DVDs	Small household	Recreation at E per person	Chemist	Electrical	DIY	Furniture	Gardening	TOTAL	Clothing & Footwear	Books/Cds/DVDs	Small household	Recreation at E per person	Chemist	Electrical	DIY	Furniture	Gardening	TOTAL															
	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person	E per person														
1	54.374	54.644	54.882	55.201	55.362	915	157	373	406	354	284	106	353	57	3,008	935	161	381	415	362	291	110	361	59	3,074	1,055	181	430	468	408	328	125	406	66	3,468	1,241	213	505	551	480	336	146	479	76	4,080	1,465	252	597	650	567	455	173	566	92	5,418
2	33.517	33.593	33.963	34.292	34.367	1,035	169	460	435	376	307	119	415	63	3,378	1,058	173	470	444	384	314	121	424	65	3,453	1,194	195	531	481	404	324	137	478	73	3,895	1,404	229	624	590	510	416	161	562	86	4,581	1,658	270	737	695	602	491	190	664	101	5,411
3	9,262	8,409	9,146	9,383	10,621	1,447	224	750	535	405	310	158	612	94	4,688	1,479	229	766	547	501	378	161	635	96	4,783	1,668	258	864	617	566	427	182	706	109	5,596	1,962	303	1,017	726	665	502	214	830	128	6,347	2,317	358	1,201	857	786	593	253	968	151	7,496
4	17,614	18,067	18,593	19,101	20,541	1,714	310	254	341	364	310	254	341	364	2,827	880	241	380	318	392	317	218	347	603	3,259	1,174	318	538	472	412	342	143	584	539	5,134	1,618	248	517	462	412	342	143	584	539	5,134	1,618	248	517	462	412	342	143	584		
5	26.217	26.487	26.839	29.191	30.542	864	132	389	360	340	240	87	356	36	2,768	883	134	397	368	311	245	89	364	37	2,829	996	152	448	416	356	277	100	411	41	3,191	1,172	178	527	489	412	325	118	483	49	3,754	1,384	211	623	577	487	384	140	570	58	4,434
6	24.146	24.253	24.715	25.281	25.267	914	141	423	384	332	252	94	371	41	2,951	1,134	144	432	393	339	257	96	379	42	3,061	1,053	163	488	443	383	290	106	408	62	3,403	1,239	192	574	521	450	341	127	503	56	4,002	1,463	226	678	615	532	403	150	594	66	4,727
7	27.132	27.132	27.539	28.539	30.539	1,054	423	334	319	434	334	319	434	334	3,259	1,174	318	538	472	412	342	143	584	539	5,134	1,618	248	517	462	412	342	143	584	539	5,134	1,618	248	517	462	412	342	143	584	539	5,134	1,618	248	517	462	412	342	143	584		
8	28.889	28.999	29.550	30.303	30.646	1,108	169	515	434	383	304	114	450	94	2,956	1,132	173	556	544	441	351	132	419	68	3,614	1,272	193	488	443	383	290	106	408	62	3,403	1,239	192	574	521	450	341	127	503	56	4,002	1,463	226	678	615	532	403	150	594	66	4,727
9	19.205	19.294	19.742	20.189	20.633	1,208	189	608	466	425	324	132	491	72	3,916	1,234	193	481	462	435	331	135	502	74	4,002	1,392	218	701	537	490	324	152	566	83	4,514	1,638	257	824	632	577	440	179	666	98	5,310	1,934	303	974	747	681	519	211	786	116	6,272
10	19.427	19.491	19.816	20.137	20.453	1,054	172	525	454	366	289	128	434	71	3,493	1,077	176	536	464	374	295	130	444	72	3,570	1,215	199	605	524	422	333	147	501	84	4,027	1,429	234	712	616	496	392	173	589	96	4,737	1,688	276	841	728	568	214	695	113	5,594	
11	38.738	39.085	39.502	40.352	40.285	886	138	437	385	323	234	90	364	38	2,883	906	141	437	393	329	239	92	372	39	2,947	1,022	159	493	444	404	419	146	474	41	3,224	1,202	187	580	522	436	317	122	493	51	3,910	1,411	241	684	616	515	375	144	580	61	4,614
12	30.303	30.364	31.167	31.970	32.774	1,153	122	342	356	279	229	80	329	31	2,566	816	125	349	363	285	324	82	336	32	2,622	920	141	394	410	322	264	92	379	36	2,958	1,082	166	464	482	379	311	109	446	42	3,480	1,278	196	548	569	447	367	128	526	49	4,110
13	18.595	18.662	19.000	19.337	19.675	788	175	556	434	397	322	118	463	59	2,686	1,178	179	578	443	406	329	121	473	60	3,768	1,329	201	652	500	458	371	137	534	68	4,250	1,563	237	767	588	539	437	161	628	80	5,000	1,846	280	906	695	637	516	190	741	94	5,905
14	25.811	25.938	26.351	27.204	27.837	821	121	335	355	271	239	77	317	28	2,554	839	124	332	367	277	244	79	324	28	2,610	947	140	375	409	312	276	89	365	32	2,945	1,114	165	441	481	367	324	105	430	38	3,464	1,315	195	521	568	434	363	124	507	45	4,091
TOTAL	385.396	387.959	397.967	407.852	417.476	992	1,108	4,111	4,116	3,555	2,888	1,099	4,035	511	3,242	1,014	1,661	481	562	463	294	111	412	52	3,313	1,143	181	543	480	409	332	125	464	59	3,738	1,345	213	639	645	481	391	167	546	69	4,397	1,588	252	755	667	549	461	174	607	82	5,191

Notes

1. Post code sectors
 2 - NE4 5, NE4 5, NE4 6 7, NE4 9 7, NE4 7 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
 3 - NE19 1, NE4 7, NE4 11/2/3/4, TD5 8 and TD8 6
 4 - NE19 2, NE4 1 3, NE4 1 4 and NE4 5 8
 4 - NE4 5 and NE4 3 8
 5 - NE22 5/4/7 and NE2 4 4
 6 - NE23 7, NE25 0 and NE26 4
 7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
 8 - DH8 9, NE1 7, NE4 1 8, NE4 2 5/6, NE4 3 7, NE4 4 6, NE4 7 0
 9 - NE4 5, NE4 1/2/3 and 4
 10 - CA8 7, CA9 3, NE4 7 5/4/7/8/9, NE4 8 12/3/3/4 and NE4 9 0/9
 11 - NE23 1/2/3/6/8
 12 - NE24 1/2/3/5
 13 - NE41 1/2/6
 14 - NE4 3 0/9 and NE4 4 4
 15 - NE4 5 1, NE4 5 0/9
 16 - Population figures taken from Experian G3 Micromarket (2014 data) for 2013 and rolled forward to the 2015 base year and each of the forecast years using population growth forecasts for each zone provided by Northumberland Council (rounded to nearest 100)
 17 - For the period 2011 sourced from Experian G3 Micromarket (2014 data) and rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1
 18 - Excludes spending on Special Forms of Trading (Internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 Prices

WYG PLANNING
NORTHUMBERLAND TOWN CENTRE AND RETAIL STUDY UPDATE - FEBRUARY 2016
APPENDIX 5

TABLE 10: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE ALL COMPARISON																										GROWTH ALL COMPARISON																																																					
	2015													2016													2021													2026													2031													2015-16				2015-21				2015-26				2015-31		
	Clothing & Footwear	Books/Cd/Dvd	Small Household	Recreation	Chemist	Electrical	DIV	Furniture	Gardening	Total	Clothing & Footwear	Books/Cd/Dvd	Small Household	Recreation	Chemist	Electrical	DIV	Furniture	Gardening	Total	Clothing & Footwear	Books/Cd/Dvd	Small Household	Recreation	Chemist	Electrical	DIV	Furniture	Gardening	Total	Clothing & Footwear	Books/Cd/Dvd	Small Household	Recreation	Chemist	Electrical	DIV	Furniture	Gardening	Total	2015-16	2015-21	2015-26	2015-31																																				
Zone 1	49.74	8.55	20.27	22.08	19.26	15.46	5.87	19.22	3.12	163.58	50.92	8.75	20.75	22.60	19.72	15.83	6.01	19.68	3.19	167.45	57.88	9.55	21.58	25.69	22.42	17.99	6.83	22.37	3.63	190.34	68.48	11.77	21.90	30.40	26.52	21.28	8.08	26.46	4.29	225.20	81.12	13.94	33.45	35.05	36.01	31.41	25.21	9.58	31.34	5.59	266.75	38.7	26.77	61.62	103.17																									
Zone 2	34.70	5.66	15.43	14.57	12.60	10.28	3.98	13.92	2.12	112.23	35.54	5.80	15.80	14.93	12.90	10.53	4.07	14.23	2.17	115.98	40.45	6.61	16.02	17.02	14.72	12.01	4.65	16.23	2.48	132.28	48.58	7.85	21.60	20.22	17.48	14.27	5.52	19.28	2.48	157.11	57.34	9.35	25.49	24.08	20.81	16.99	6.57	22.96	3.50	187.09	2.75	19.05	43.87	73.86																										
Zone 3	11.95	1.85	6.19	4.42	4.05	3.06	1.30	5.06	0.78	38.67	12.43	1.92	6.44	4.60	4.42	3.18	1.36	5.26	0.81	40.22	15.26	2.36	7.00	5.64	5.17	3.90	1.66	6.45	1.00	49.35	19.29	3.01	10.05	7.17	6.58	4.40	2.12	8.20	1.27	62.73	24.61	3.81	12.75	9.10	8.35	6.30	2.68	10.40	1.61	79.62	1.55	10.68	24.06	40.09																										
Zone 4	15.02	2.44	7.12	6.74	5.56	4.56	1.63	6.53	0.65	50.44	15.86	2.46	6.94	5.72	4.69	5.21	2.07	6.71	0.67	53.01	18.56	2.73	7.00	6.46	6.78	5.12	2.01	7.85	1.01	60.26	21.42	3.12	10.91	8.72	7.89	6.06	2.41	9.95	1.74	67.45	27.19	4.29	12.54	11.11	11.15	8.90	3.44	19.90	1.44	99.20	3.86	28.66	45.15																											
Zone 5	22.66	3.45	10.19	9.45	7.97	6.29	2.28	9.34	0.94	72.67	23.40	3.56	10.52	9.76	8.23	6.49	2.36	9.64	0.97	74.93	27.74	4.22	12.40	11.57	9.75	7.70	2.80	11.43	1.15	88.84	34.21	5.21	15.39	14.27	12.03	9.50	3.45	18.10	4.22	109.58	42.68	6.82	10.72	17.63	14.86	11.73	4.26	17.42	1.76	136.21	3.36	16.27	37.01	62.84																										
Zone 6	22.06	3.41	10.22	9.28	8.01	6.08	2.26	8.95	1.00	71.27	22.65	3.50	10.49	9.52	8.23	6.24	2.32	9.19	1.02	73.15	26.10	4.04	12.01	10.98	9.48	7.19	2.67	10.59	1.18	84.30	31.23	4.84	14.41	12.91	11.38	8.63	3.21	12.71	4.14	101.18	37.68	5.83	17.45	15.82	13.88	10.38	3.86	15.28	1.70	121.71	1.89	13.30	32.92	50.20																										
Zone 7	34.72	5.35	18.43	12.55	12.32	10.30	3.55	19.90	1.90	108.98	35.55	5.29	19.50	16.90	12.90	10.55	3.88	19.66	1.92	112.08	40.86	6.39	19.67	14.98	14.48	11.71	4.23	16.32	2.08	130.12	49.48	7.74	23.75	18.14	17.48	12.45	5.13	19.51</																																										

Notes:

1. Post code sectors
1. NE46, NE47, NE5, NE6, NE49, NE7, NE71, NE74, NE10, NE11, NE12, NE13, NE14, NE15, NE16, NE17, NE18, NE19, NE20, NE21, NE22, NE23, NE24, NE25, NE26, NE27, NE28, NE29, NE30, NE31, NE32, NE33, NE34, NE35, NE36, NE37, NE38, NE39, NE40, NE41, NE42, NE43, NE44, NE45, NE46, NE47, NE48, NE49, NE50, NE51, NE52, NE53, NE54, NE55, NE56, NE57, NE58, NE59, NE60, NE61, NE62, NE63, NE64, NE65, NE66, NE67, NE68, NE69, NE70, NE71, NE72, NE73, NE74, NE75, NE76, NE77, NE78, NE79, NE80, NE81, NE82, NE83, NE84, NE85, NE86, NE87, NE88, NE89, NE90, NE91, NE92, NE93, NE94, NE95, NE96, NE97, NE98, NE99, NE100, NE101, NE102, NE103, NE104, NE105, NE106, NE107, NE108, NE109, NE110, NE111, NE112, NE113, NE114, NE115, NE116, NE117, NE118, NE119, NE120, NE121, NE122, NE123, NE124, NE125, NE126, NE127, NE128, NE129, NE130, NE131, NE132, NE133, NE134, NE135, NE136, NE137, NE138, NE139, NE140, NE141, NE142, NE143, NE144, NE145, NE146, NE147, NE148, NE149, NE150, NE151, NE152, NE153, NE154, NE155, NE156, NE157, NE158, NE159, NE160, NE161, NE162, NE163, NE164, NE165, NE166, NE167, NE168, NE169, NE170, NE171, NE172, NE173, NE174, NE175, NE176, NE177, NE178, NE179, NE180, NE181, NE182, NE183, NE184, NE185, NE186, NE187, NE188, NE189, NE190, NE191, NE192, NE193, NE194, NE195, NE196, NE197, NE198, NE199, NE200, NE201, NE202, NE203, NE204, NE205, NE206, NE207, NE208, NE209, NE210, NE211, NE212, NE213, NE214, NE215, NE216, NE217, NE218, NE219, NE220, NE221, NE222, NE223, NE224, NE225, NE226, NE227, NE228, NE229, NE230, NE231, NE232, NE233, NE234, NE235, NE236, NE237, NE238, NE239, NE240, NE241, NE242, NE243, NE244, NE245, NE246, NE247, NE248, NE249, NE250, NE251, NE252, NE253, NE254, NE255, NE256, NE257, NE258, NE259, NE260, NE261, NE262, NE263, NE264, NE265, NE266, NE267, NE268, NE269, NE270, NE271, NE272, NE273, NE274, NE275, NE276, NE277, NE278, NE279, NE280, NE281, NE282, NE283, NE284, NE285, NE286, NE287, NE288, NE289, NE290, NE291, NE292, NE293, NE294, NE295, NE296, NE297, NE298, NE299, NE300, NE301, NE302, NE303, NE304, NE305, NE306, NE307, NE308, NE309, NE310, NE311, NE312, NE313, NE314, NE315, NE316, NE317, NE318, NE319, NE320, NE321, NE322, NE323, NE324, NE325, NE326, NE327, NE328, NE329, NE330, NE331, NE332, NE333, NE334, NE335, NE336, NE337, NE338, NE339, NE340, NE341, NE342, NE343, NE344, NE345, NE346, NE347, NE348, NE349, NE350, NE351, NE352, NE353, NE354, NE355, NE356, NE357, NE358, NE359, NE360, NE361, NE362, NE363, NE364, NE365, NE366, NE367, NE368, NE369, NE370, NE371, NE372, NE373, NE374, NE375, NE376, NE377, NE378, NE379, NE380, NE381, NE382, NE383, NE384, NE385, NE386, NE387, NE388, NE389, NE390, NE391, NE392, NE393, NE394, NE395, NE396, NE397, NE398, NE399, NE400, NE401, NE402, NE403, NE404, NE405, NE406, NE407, NE408, NE409, NE410, NE411, NE412, NE413, NE414, NE415, NE416, NE417, NE418, NE419, NE420, NE421, NE422, NE423, NE424, NE425, NE426, NE427, NE428, NE429, NE430, NE431, NE432, NE433, NE434, NE435, NE436, NE437, NE438, NE439, NE440, NE441, NE442, NE443, NE444, NE445, NE446, NE447, NE448, NE449, NE450, NE451, NE452, NE453, NE454, NE455, NE456, NE457, NE458, NE459, NE460, NE461, NE462, NE463, NE464, NE465, NE466, NE467, NE468, NE469, NE470, NE471, NE472, NE473, NE474, NE475, NE476, NE477, NE478, NE479, NE480, NE481, NE482, NE483, NE484, NE485, NE486, NE487, NE488, NE489, NE490, NE491, NE492, NE493, NE494, NE495, NE496, NE497, NE498, NE499, NE500, NE501, NE502, NE503, NE504, NE505, NE506, NE507, NE508, NE509, NE510, NE511, NE512, NE513, NE514, NE515, NE516, NE517, NE518, NE519, NE520, NE521, NE522, NE523, NE524, NE525, NE526, NE527, NE528, NE529, NE530, NE531, NE532, NE533, NE534, NE535, NE536, NE537, NE538, NE539, NE540, NE541, NE542, NE543, NE544, NE545, NE546, NE547, NE548, NE549, NE550, NE551, NE552, NE553, NE554, NE555, NE556, NE557, NE558, NE559, NE560, NE561, NE562, NE563, NE564, NE565, NE566, NE567, NE568, NE569, NE570, NE571, NE572, NE573, NE574, NE575, NE576, NE577, NE578, NE579, NE580, NE581, NE582, NE583, NE584, NE585, NE586, NE587, NE588, NE589, NE590, NE591, NE592, NE593, NE594, NE595, NE596, NE597, NE598, NE599, NE600, NE601, NE602, NE603, NE604, NE605, NE606, NE607, NE608, NE609, NE610, NE611, NE612, NE613, NE614, NE615, NE616, NE617, NE618, NE619, NE620, NE621, NE622, NE623, NE624, NE625, NE626, NE627, NE628, NE629, NE630, NE631, NE632, NE633, NE634, NE635, NE636, NE637, NE638, NE639, NE640, NE641, NE642, NE643, NE644, NE645, NE646, NE647, NE648, NE649, NE650, NE651, NE652, NE653, NE654, NE655, NE656, NE657, NE658, NE659, NE660, NE661, NE662, NE663, NE664, NE665, NE666, NE667, NE668, NE669, NE670, NE671, NE672, NE673, NE674, NE675, NE676, NE677, NE678, NE679, NE680, NE681, NE682, NE683, NE684, NE685, NE686, NE687, NE688, NE689, NE690, NE691, NE692, NE693, NE694, NE695, NE696, NE697, NE698, NE699, NE700, NE701, NE702, NE703, NE704, NE705, NE706, NE707, NE708, NE709, NE710, NE711, NE712, NE713, NE714, NE715, NE716, NE717, NE718, NE719, NE720, NE721, NE722, NE723, NE724, NE725, NE726, NE727, NE728, NE729, NE730, NE731, NE732, NE733, NE734, NE735, NE736, NE737, NE738, NE739, NE740, NE741, NE742, NE743, NE744, NE745, NE746, NE747, NE748, NE749, NE750, NE751, NE752, NE753, NE754, NE755, NE756, NE757, NE758, NE759, NE760, NE761, NE762, NE763, NE764, NE765, NE766, NE767, NE768, NE769, NE770, NE771, NE772, NE773, NE774, NE775, NE776, NE777, NE778, NE779, NE780, NE781, NE782, NE783, NE784, NE785, NE786, NE787, NE788, NE789, NE790, NE791, NE792, NE793, NE794, NE795, NE796, NE797, NE798, NE799, NE800, NE801, NE802, NE803, NE804, NE805, NE806, NE807, NE808, NE809, NE810, NE811, NE812, NE813, NE814, NE815, NE816, NE817, NE818, NE819, NE820, NE821, NE822, NE823, NE824, NE825, NE826, NE827, NE828, NE829, NE830, NE831, NE832, NE833, NE834, NE8

2013 Prices

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APPENDIX 5

TABLE 31: CONVENIENCE RETAIL COMMITMENTS (AS AT JANUARY 2016)

LOCATION	DESCRIPTION OF RETAIL DEVELOPMENT	PLANNING APPLICATION REF	APPLICATION TYPE	DECISION DATE	TOTAL		SALES AREA FLOORSPACE	SALES DENSITY	COMPARISON				
					GROSS RETAIL FLOORSPACE	NET SALES AREA FLOORSPACE			BENCHMARK TURNOVER				
					SQ.M	SQ.M	SQ.M	£ PER SQ.M	2015 £M	2016 £M	2021 £M	2026 £M	2031 £M
Zone 1													
Berwick-upon-Tweed													
Tweedbank Retail Park, Berwick	New retail unit	13/02212/FUL		08/11/2013	514	411	411	3,638	1.50	1.53	1.69	1.88	2.10
Sub-Total Berwick-upon-Tweed					514	411	411	-	1.50	1.53	1.69	1.88	2.10
Sub-Total Zone 1					514	411	411	-	1.50	1.53	1.69	1.88	2.10
Zone 2													
Alnwick													
Former Willis Of Alnwick Ltd South Road Alnwick	Erection of two retail units, one to be occupied by Aldi	13/02550/FUL	Full	17/03/2014									
	Aldi				1,516	1,125	225	7,379	1.66	1.70	1.88	2.09	2.33
	Retail Unit					270	270	3,000	0.81	0.83	0.91	1.02	1.14
Land North East Of Leisure Centre Willowburn Avenue Alnwick	Construction of a retail unit for Pets at Home	15/00512/FUL	Full	19/06/2015	853	682.64	683	2,622	1.79	1.83	2.02	2.25	2.51
Sub-Total Alnwick					2,369	2,078	1,178	13,001	4.26	4.36	4.81	5.36	5.98
Sub-Total Zone 2					2,369	2,078	1,178	13,001	4.26	4.36	4.81	5.36	5.98
Zone 4													
Former Queens Head Pub, Front Street, Guide Post	Redevelopment for Nisa convenience store	14/02006/FUL	Full	23/10/2014	280	196	-	-	-	-	-	-	-
Sub-Total Zone 4					280	196	-	-	-	-	-	-	-
Zone 5													
Bedlington													
Site of Bedlington Day Centre, Schalksmuhle Road, Bedlington	Erection of a Lidl foodstore	15/03266/FUL	Full	07/01/2016	2,268	1,424	285	818	0.23	0.24	0.26	0.29	0.33
Sub-Total Bedlington					2,268	1,424	285	-	0.23	0.24	0.26	0.29	0.33
Sub-Total Zone 5					2,268	1,424	285	818	0.23	0.24	0.26	0.29	0.33
Zone 9													
Hexham													
Land at Marks & Spencer, Maidens Walk, Hexham	Construction of a non-food retail unit (B&M)	14/01921/VARYCO	Full	21/08/2014	1,852	1,482	1,482	5,864	8.69	8.89	9.81	10.94	12.20
Hexham Bus Station and land to the rear, Priestpottle, Hexham	Redevelopment for a mix of retail, residential and commercial uses	15/02794/FUL	Full	18/11/2015	2,402	1,681	1,681	3,000	5.04	5.16	5.70	6.35	7.08
Sub-Total Hexham					4,254	3,163	3,163	-	13.73	14.05	15.51	17.29	19.28
Sub-Total Zone 9					4,254	3,163	3,163	-	13.73	14.05	15.51	17.29	19.28
Zone 11													
Cramlington													
Former Cramlington Library, Forum Way, Cramlington	Redevelopment for A1 retail unit and/or D2 unit	14/04059/OUT	Outline	25/06/2015	1,858	1,301	650	3,638	2.37	2.42	2.67	2.98	3.32
Gala Bingo Club, Manor Walks Retail Park, Forum Way, Cramlington	Change of use from D2 (Assembly & Leisure) to Class A1 (Retail)	15/01125/FUL	Full	17/03/2014	615	492	492	3,638	1.79	1.83	2.02	2.25	2.51
Sub-Total Cramlington					2,473	1,793	1,142	-	4.16	4.25	4.69	5.23	5.83
Sub-Total Zone 11					2,473	1,793	1,142	-	4.16	4.25	4.69	5.23	5.83
Zone 12													
Blyth													
Land north west of South Quay Nursing Home, Cowpen Road, Blyth	Erection of a Lidl foodstore (relocation and expansion of existing store)	15/03270/FUL	Full	42356.0	1,346	567	114	818	0.09	0.10	0.11	0.12	0.13
Sub-Total Blyth					1,346	567	114	-	0.09	0.10	0.11	0.12	0.13
Sub-Total Zone 12					1,346	567	114	818	0.09	0.10	0.11	0.12	0.13
Zone 13													
Morpeth													
Former Morrisons store, Stanley Terrace, Morpeth	Redevelopment of the former Morrisons store to provide three retail units (Next, Home Bargains and Pets at Home)	15/01046/FUL	Full	18/12/2015									
	Next				1,865	1,492	1,492	4,241	6.33	6.47	7.15	7.97	8.88
	Home Bargains				1,037	830	539	7,703	4.15	4.25	4.69	5.23	5.83
	Pets at Home				830	664	518	2,622	1.36	1.39	1.53	1.71	1.91
Sub-Total Morpeth					3,732	2,986	2,549	-	11.84	12.11	13.37	14.91	16.62
Sub-Total Zone 13					3,732	2,986	2,549	-	11.84	12.11	13.37	14.91	16.62
SUB-TOTAL NORTHUMBERLAND DISTRICT					17,236	12,617	8,842	-	35.81	36.63	40.45	45.09	50.28

Notes

- a. Commitments sourced from Northumberland County Council
b. Gross floorspace data sourced from planning application material. Net sales area floorspace data sourced from planning application material where available. If not available, net to gross ratio of 70% applied. Net comparison sales area floorspace sourced from planning application material where available.
If not available, floorspace split derived from Verdict (2014) or WYG estimate.
c. Sales densities derived from Verdict (2014), Mintel Retail Rankings (2015), or WYG estimate

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APPENDIX 5

TABLE 32A: IDENTIFIED CAPACITY FOR COMPARISON GOODS PROVISION

Table 32A: Quantitative Need for Additional Floorspace in Alnwick

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	53.9	4.2%	51.4	2.6	0.0	0	0
2016	55.2	4.2%	52.8	2.6	0.2	0	100
2021	60.9	4.2%	61.1	3.1	3.2	600	900
2026	67.9	4.2%	73.6	3.7	9.4	1,500	2,500
2031	75.7	4.2%	89.0	4.5	17.7	2,500	4,200

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32B: Quantitative Need for Additional Floorspace in Ashington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	77.1	6.2%	77.1	0.0	0.0	0	0
2016	78.8	6.2%	79.2	0.0	0.3	100	100
2021	87.0	6.2%	91.6	0.0	4.6	800	1,400
2026	97.1	6.2%	110.5	0.0	13.4	2,100	3,600
2031	108.2	6.2%	133.6	0.0	25.4	3,600	6,000

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32C: Quantitative Need for Additional Floorspace in Berwick-upon-Tweed

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	82.7	6.4%	78.7	3.9	0.0	0	0
2016	84.6	6.4%	80.9	4.0	0.4	100	100
2021	93.4	6.4%	93.6	4.7	4.9	900	1,500
2026	104.1	6.4%	112.9	5.6	14.4	2,300	3,800
2031	116.1	6.4%	136.5	6.8	27.2	3,900	6,500

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32D: Quantitative Need for Additional Floorspace in Blyth

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	64.4	5.2%	64.4	0.0	0.0	0	0
2016	65.8	5.2%	66.1	0.0	0.3	100	100
2021	72.7	5.2%	76.5	0.0	3.8	700	1,100
2026	81.0	5.2%	92.2	0.0	11.2	1,800	3,000
2031	90.4	5.2%	111.5	0.0	21.2	3,000	5,000

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32E: Quantitative Need for Additional Floorspace in Crumlington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	87.9	7.1%	87.9	0.0	0.0	0	0
2016	89.9	7.1%	90.3	0.0	0.4	100	100
2021	99.3	7.1%	104.5	0.0	5.2	900	1,500
2026	110.7	7.1%	126.0	0.0	15.3	2,400	4,100
2031	123.4	7.1%	152.4	0.0	28.9	4,100	6,900

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32F: Quantitative Need for Additional Floorspace in Hexham

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	95.7	7.4%	91.2	4.6	0.0	0	0
2016	97.9	7.4%	93.7	4.7	0.4	100	100
2021	108.1	7.4%	108.4	5.4	5.7	1,000	1,700
2026	120.6	7.4%	130.7	6.5	16.7	2,600	4,400
2031	134.4	7.4%	158.0	7.9	31.5	4,500	7,500

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32G: Quantitative Need for Additional Floorspace in Morpeth

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	60.2	4.6%	57.3	2.9	0.0	0	0
2016	61.5	4.6%	58.9	2.9	0.3	100	100
2021	67.9	4.6%	68.1	3.4	3.6	600	1,100
2026	75.7	4.6%	82.1	4.1	10.5	1,700	2,800
2031	84.5	4.6%	99.3	5.0	19.8	2,800	4,700

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32H: Quantitative Need for Additional Floorspace in Amble

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	6.2	0.5%	5.9	0.3	0.0	0	0
2016	6.4	0.5%	6.1	0.3	0.0	0	0
2021	7.0	0.5%	7.0	0.4	0.4	100	100
2026	7.8	0.5%	8.5	0.4	1.1	200	300
2031	8.7	0.5%	10.3	0.5	2.0	300	500

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32I: Quantitative Need for Additional Floorspace in Bedlington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	2.8	0.2%	2.8	0.0	0.0	0	0
2016	2.8	0.2%	2.9	0.0	0.0	0	0
2021	3.1	0.2%	3.3	0.0	0.2	0	0
2026	3.5	0.2%	4.0	0.0	0.5	100	100
2031	3.9	0.2%	4.8	0.0	0.9	100	200

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32J: Quantitative Need for Additional Floorspace in Haltwhistle

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	4.3	0.3%	4.1	0.2	0.0	0	0
2016	4.4	0.3%	4.2	0.2	0.0	0	0
2021	4.8	0.3%	4.8	0.2	0.3	0	100
2026	5.4	0.3%	5.8	0.3	0.7	100	200
2031	6.0	0.3%	7.0	0.4	1.4	200	300

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32K: Quantitative Need for Additional Floorspace in Ponteland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	4.9	0.4%	4.9	0.0	0.0	0	0
2016	5.0	0.4%	5.1	0.0	0.0	0	0
2021	5.6	0.4%	5.9	0.0	0.3	100	100
2026	6.2	0.4%	7.1	0.0	0.9	100	200
2031	6.9	0.4%	8.5	0.0	1.6	200	400

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32L: Quantitative Need for Additional Floorspace in Prudhoe

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	9.7	0.8%	9.7	0.0	0.0	0	0
2016	9.9	0.8%	10.0	0.0	0.0	0	0
2021	11.0	0.8%	11.6	0.0	0.6	100	200
2026	12.2	0.8%	13.9	0.0	1.7	300	400
2031	13.6	0.8%	16.8	0.0	3.2	500	800

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow at 5% of available expenditure
At 2013 prices

Table 32M: Quantitative Need for Additional Floorspace in Elsewhere in Northumberland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	29.4	2.4%	29.4	0.0	0.0	0	0
2016	30.1	2.4%	30.2	0.0	0.1	0	0
2021	33.2	2.4%	35.0	0.0	1.7	300	500
2026	37.0	2.4%	42.1	0.0	5.1	800	1,400
2031	41.3	2.4%	51.0	0.0	9.7	1,400	2,300

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow equivalent to 2.6% of available expenditure at 2015
At 2013 prices

Table 32N: Quantitative Need for Additional Floorspace in Northumberland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	579.1	45.8%	564.7	14.4	0.0	0	0
2016	592.5	45.8%	580.2	14.8	2.5	500	800
2021	654.1	45.8%	671.4	17.2	34.4	6,100	10,200
2026	729.3	45.8%	809.5	20.7	100.8	16,000	26,700
2031	813.1	45.8%	978.7	25.0	190.6	27,100	45,200

Notes:
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
Assumed allowance for inflow equivalent to 2.6% of available expenditure at 2015
At 2013 prices

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TABLE 33: IDENTIFIED CAPACITY FOR COMPARISON GOODS PROVISION (INCLUDING COMMITMENTS)

Table 33A: Quantitative Need for Additional Floorspace in Alnwick

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	53.9	4.2%	51.4	2.6	4.3	-4.3	-900	-1,400
2016	55.2	4.2%	52.8	2.6	4.4	-4.1	-800	-1,300
2021	60.9	4.2%	61.1	3.1	4.8	-1.6	-300	-500
2026	67.9	4.2%	73.6	3.7	5.4	4.0	600	1,100
2031	75.7	4.2%	89.0	4.5	6.0	11.8	1,700	2,800

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33B: Quantitative Need for Additional Floorspace in Ashington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	77.1	6.2%	77.1	0.0	0.0	0.0	0	0
2016	78.8	6.2%	79.2	0.0	0.3	100	100	100
2021	87.0	6.2%	97.6	0.0	0.0	4.6	800	1,400
2026	97.1	6.2%	113.4	0.0	13.4	2,100	3,600	5,000
2031	108.2	6.2%	133.6	0.0	0.0	25.4	3,600	6,000

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33C: Quantitative Need for Additional Floorspace in Berwick-upon-Tweed

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	82.7	6.4%	78.7	3.9	1.5	-1.5	-300	-500
2016	84.6	6.4%	80.9	4.0	1.5	-1.2	-400	-600
2021	93.4	6.4%	93.6	4.7	1.7	3.2	600	1,000
2026	104.1	6.4%	112.9	5.6	1.9	12.5	2,000	3,300
2031	116.1	6.4%	136.5	6.8	2.1	25.1	3,600	6,000

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33D: Quantitative Need for Additional Floorspace in Blyth

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	64.4	5.2%	64.4	0.0	0.1	-0.1	0	0
2016	65.8	5.2%	66.1	0.0	0.1	0.2	0	100
2021	72.7	5.2%	76.5	0.0	0.1	3.7	700	1,100
2026	81.0	5.2%	92.2	0.0	0.1	11.1	1,800	2,900
2031	90.4	5.2%	111.5	0.0	0.1	21.0	3,000	5,000

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33E: Quantitative Need for Additional Floorspace in Crumlington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	87.9	7.1%	87.9	0.0	4.2	-4.2	-800	-1,400
2016	89.9	7.1%	90.3	0.0	4.3	-3.9	-800	-1,300
2021	99.3	7.1%	104.5	0.0	4.7	0.5	100	200
2026	110.7	7.1%	126.0	0.0	5.2	10.1	1,600	2,700
2031	123.4	7.1%	152.4	0.0	5.8	23.1	3,300	5,500

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33F: Quantitative Need for Additional Floorspace in Hexham

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	95.7	7.4%	91.2	4.6	13.7	-13.7	-2,700	-4,600
2016	97.9	7.4%	93.7	4.7	14.0	-13.6	-2,700	-4,400
2021	108.1	7.4%	108.4	5.4	15.5	-9.8	-1,700	-2,900
2026	120.6	7.4%	130.7	6.5	17.3	-0.6	-100	-200
2031	134.4	7.4%	158.0	7.9	19.3	12.2	1,700	2,900

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33G: Quantitative Need for Additional Floorspace in Morpeth

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Turnover of Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	60.2	4.6%	57.3	2.9	11.8	-11.8	-2,400	-3,900
2016	61.5	4.6%	58.9	2.9	12.1	-11.8	-2,300	-3,900
2021	67.9	4.6%	68.1	3.4	13.4	-9.8	-1,700	-2,900
2026	75.7	4.6%	82.1	4.1	14.9	-4.4	-700	-1,200
2031	84.5	4.6%	99.3	5.0	16.6	3.2	-500	800

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33H: Quantitative Need for Additional Floorspace in Amble

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	6.2	0.5%	5.9	0.3	0.0	0.0	0	0
2016	6.4	0.5%	6.1	0.3	0.0	0.0	0	0
2021	7.0	0.5%	7.0	0.4	0.0	0.4	100	100
2026	7.8	0.5%	8.5	0.4	0.0	1.1	200	300
2031	8.7	0.5%	10.3	0.5	0.0	2.0	300	500

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33I: Quantitative Need for Additional Floorspace in Bedlington

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	2.8	0.2%	2.8	0.0	0.2	-0.2	0	-100
2016	2.8	0.2%	2.9	0.0	0.2	-0.2	0	-100
2021	3.1	0.2%	3.3	0.0	0.3	-0.1	0	0
2026	3.5	0.2%	4.0	0.0	0.3	0.2	0	100
2031	3.9	0.2%	4.8	0.0	0.3	0.6	100	100

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33J: Quantitative Need for Additional Floorspace in Haltwhistle

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	4.3	0.3%	4.1	0.2	0.0	0.0	0	0
2016	4.4	0.3%	4.2	0.2	0.0	0.0	0	0
2021	4.8	0.3%	4.8	0.2	0.0	0.3	0	100
2026	5.4	0.3%	5.8	0.3	0.0	0.7	100	200
2031	6.0	0.3%	7.0	0.4	0.0	1.4	200	300

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow assumed to be 5% of available expenditure
 At 2013 prices

Table 33K: Quantitative Need for Additional Floorspace in Ponteland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	4.9	0.4%	4.9	0.0	0.0	0.0	0	0
2016	5.0	0.4%	5.1	0.0	0.0	0.0	0	0
2021	5.6	0.4%	5.9	0.0	0.0	0.3	100	100
2026	6.2	0.4%	7.1	0.0	0.0	0.9	100	200
2031	6.9	0.4%	8.5	0.0	0.0	1.6	200	400

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33L: Quantitative Need for Additional Floorspace in Prudhoe

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	9.7	0.8%	9.7	0.0	0.0	0.0	0	0
2016	9.9	0.8%	10.0	0.0	0.0	0.0	0	0
2021	11.0	0.8%	11.6	0.0	0.0	0.6	100	200
2026	12.2	0.8%	13.9	0.0	0.0	1.7	300	400
2031	13.6	0.8%	16.8	0.0	0.0	3.2	500	800

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33M: Quantitative Need for Additional Floorspace in Elsewhere in Northumberland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	29.4	2.4%	29.4	0.0	0.0	0.0	0	0
2016	30.1	2.4%	30.2	0.0	0.0	0.1	0	0
2021	33.2	2.4%	35.0	0.0	0.0	1.7	300	500
2026	37.0	2.4%	42.1	0.0	0.0	5.1	800	1,400
2031	41.3	2.4%	51.0	0.0	0.0	9.7	1,400	2,300

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 At 2013 prices

Table 33N: Quantitative Need for Additional Floorspace in Northumberland

Year	Turnover of Existing Stores (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Inflow	Allowance for Commitments	Residual Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2015	579.1	45.8%	564.7	14.4	35.8	-35.8	-7,200	-11,900
2016	592.5	45.8%	580.2	14.8	36.6	-34.1	-6,700	-11,100
2021	654.1	45.8%	671.4	17.2	40.4	-6.0	-1,100	-1,800
2026	729.3	45.8%	809.5	20.7	45.1	55.8	8,900	14,800
2031	813.1	45.8%	978.7	25.0	50.3	140.3	20,000	33,300

Notes:
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 Allowance for inflow equivalent to 2.6% of available expenditure at 2015
 At 2013 prices