

Deloitte.

Preston City Centre Retail and
Leisure Study
May 2013

Contents

1	Introduction	2
2	Planning Policy Context	3
3	Overview of Trends in Retailing	7
4	Preston City Centre Health Check	12
5	Retail Quantitative Need Assessment - Key Findings	20
6	Housing Allocation Analysis	27
7	Retail Qualitative Need Assessment	30
8	Leisure Assessment	37
9	Preston City Centre Strategy	42
10	Conclusions and Recommendations	51
	Appendix 1 – Study Area Plan	54
	Appendix 2- Convenience Goods Capacity Assessment	55
	Appendix 3 – Comparison Goods Capacity Assessment	56
	Appendix 4 - Household Telephone Survey Questionnaire and Results	57
	Appendix 5 - On-Street Survey Questionnaire and Results	58
	Appendix 6 - Housing Allocations Analysis	59
	Appendix 7 - Stakeholder Consultation	60
	Appendix 8 - Qualitative and Quantitative Assessment Methodology	61
	Appendix 9 - Leisure Assessment	62

1 Introduction

- 1.1 Deloitte LLP was instructed by Preston City Council in October 2012 to prepare a Retail and Leisure Study for Preston City Centre to inform the preparation of the Preston City Centre Area Action Plan (AAP), as part of the Central Lancashire Local Development Framework.
- 1.2 The Study includes capacity assessments for comparison goods (non-food goods) and convenience goods (food goods), as well as an assessment of future leisure need within Preston City Centre. These capacity assessments and this accompanying report build upon the previous retail and leisure capacity work undertaken by both DJ Deloitte including the 2005 Study and 2009 Study Update, and the Central Lancashire Retail and Leisure Study undertaken by GVA in 2010.
- 1.3 The capacity assessments are supported by Household Telephone Surveys undertaken by RMG Clarity during November 2012 the results of which are attached at Appendix 4 and also by 'in-centre' surveys undertaken by RMG Clarity during November 2012, the results of which are attached at Appendix 5.
- 1.4 A map of the Study Area is attached at Appendix 1 and this is described in more detail within the methodology section.
- 1.5 The results of the Study are presented within the following Chapters:
 - Chapter 2 - National, Regional and Local Planning Policy Context
 - Chapter 3 - Overview of Trends in Retailing
 - Chapter 4 – Preston City Centre Health Check
 - Chapter 5 - Retail Quantitative Need Assessment - Key Findings
 - Chapter 6 - Housing Allocation Analysis
 - Chapter 7 – Retail Qualitative Need Assessment
 - Chapter 8 - Leisure Assessment
 - Chapter 9 – Preston City Centre Strategy
 - Chapter 10 - Conclusions and Recommendations
- 1.6 The following Appendices are included:
 - Appendix 1 - Study Area Plan
 - Appendix 2 - Convenience Goods Capacity Assessment
 - Appendix 3 - Comparison Goods Capacity Assessment
 - Appendix 4 - Household Telephone Survey Questionnaire and Results
 - Appendix 5 - On-Street Survey Questionnaire and Results
 - Appendix 6 - Housing Allocations Analysis
 - Appendix 7 - Stakeholder Consultation
 - Appendix 8 - Qualitative and Quantitative Assessment Methodology
 - Appendix 9 : Leisure Assessment

2 Planning Policy Context

Planning Policy Context

National Planning Policy Framework (2012)

- 2.1 The NPPF (paragraph 150) states that Local Plans are the key to delivering sustainable development and that planning decisions must be taken in accordance with the development plan unless material considerations indicate otherwise.
- 2.2 The Local Plan should be based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area, taking account of relevant market and economic signals (paragraph 158).
- 2.3 Paragraphs 23 to 27 of the NPPF provide guidance on the promotion of the vitality and viability of town centres, with paragraph 23 setting out specific planning policy considerations for planning authorities when drawing up Local Plans. These are:
- *“Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
 - *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 centres. 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.”*

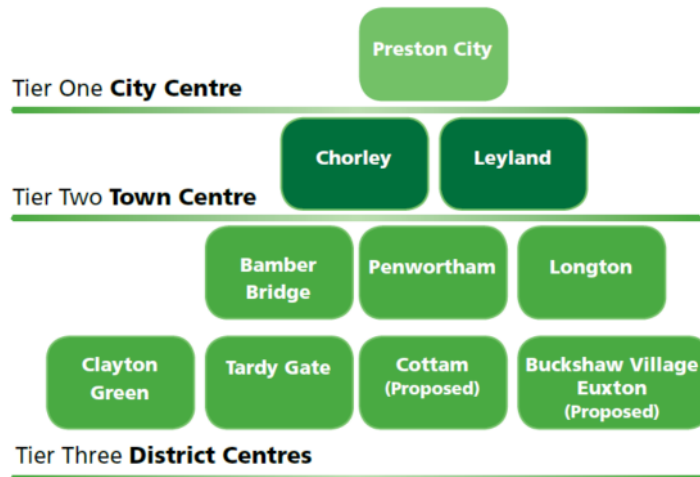
- 2.4 It will be important for Preston City Council to consider how these matters are addressed in the emerging Local Plan including the City Centre Area Action Plan (AAP). Paragraphs 24-26 of the NPPF describe sequential approach and impact tests that are broadly similar to, but a simplified version of, the tests in PPS4. They are most applicable to the consideration of planning applications.

Practice Guidance on Need, Impact and the Sequential Approach

- 2.5 The Practice Guidance on Need, Impact and the Sequential Approach was originally published in December 2009 in conjunction with Planning Policy Statement 4: Planning for Sustainable Economic Growth. PPS4 was replaced upon publication of the National Planning Policy Framework in March 2012; however, the Practice Guidance remains in force where it does not conflict with the NPPF. Where there is a perceived conflict between the NPPF and the Practice Guidance, the NPPF should take precedence.
- 2.6 This Study has been undertaken in accordance with both the requirements of the NPPF and the Practice Guidance, including the quantitative assessment methodology outlined in Section 5.

LDF Core Strategy 2012

- 2.7 The three Central Lancashire Authorities - Preston City Council, South Ribble Borough Council and Chorley Borough Council – have adopted a Central Lancashire Core Strategy. The adoption date being 18 July 2012.
- 2.8 The Core Strategy states that “Preston is the main retail and service centre in Central Lancashire”, and is ranked first in the Lancashire sub-region for its comparison shopping. It states that it is the centre for “commercial and administrative activity, with proposals for a Central Business District development close to the railway station.”
- 2.9 The Core Strategy goes on to state that major “investment in Preston City Centre will benefit the whole of Lancashire by providing higher order comparison shopping within the sub-region, thereby reducing the need for longer trips to Manchester and Liverpool.”
- 2.10 It highlights that the Tithebarn Regeneration Area (which is subject to a separate SPD, see below), on the eastern edge of the City Centre, is appropriate for large scale mixed use redevelopment and that the comprehensive development of the Tithebarn Regeneration Area is key to ensuring that Preston fulfils its economic potential.
- 2.11 Capacity for additional comparison and convenience shopping floor space that can be provided for over the period to 2026 was identified in the Central Lancashire Retail and Leisure Review 2010, which formed part of the evidence base for the Core Strategy. In terms of Retail Hierarchy in Central Lancashire, it recommends that Preston is the Tier One Centre – as per the figure below:



- 2.12 It states that main town centre uses will be focussed in the defined centres, while business based tourism will be increasingly important, and emphasises supporting the Central Business District in Preston.
- 2.13 Policy 11: Retail and Town Centre Uses and Business based Tourism implements the above and in particular encourages “other retail, office and leisure investment of an appropriate scale in Preston city centre, so as to retain its role as the largest retail, commercial and service centre” in Central Lancashire. It also seeks to support city and town centre development providing for tourists and visitors, particularly business based tourism.
- 2.14 Policy 12: Culture and Entertainment Facilities seeks to “promote Preston City Centre as a sub-regional centre for cultural and entertainment facilities”. It also seeks to protect existing cultural assets, promote public art and public realm works in town centres and gateways, and to encourage cultural and heritage based tourism and leisure facilities, such as restaurants, cinemas, theatres and museums, particularly in Preston City Centre.”

Tithebarn Regeneration Area Supplementary Planning Document (SPD) (2008)

- 2.15 The Tithebarn Regeneration Area SPD was adopted in January 2008. The SPD was prepared to provide an up to date planning policy position for the TRA to reflect the changes that occurred at national and regional planning policy level following the publication of the TRA SPG, Masterplan and Updated Planning Statement, and to take into account the progress made in relation to the previously proposed major retail-led scheme.
- 2.16 The SPD forms part of the Local Development Framework. It is a non-statutory document, but is a material consideration in the determination of relevant planning applications. The SPD is proposed to be replaced by the Action Plan.
- 2.17 The SPD sets out the objectives and development principles for the TRA, as well as setting out the principles for construction and phasing and community engagement. The document seeks to secure a comprehensively planned and delivered mixed-use retail-led redevelopment of the TRA site, in order to meet the previously identified need for additional retail floorspace in Preston.

Preston Local Plan 2004

- 2.18 Until such time as the Site Allocations DPD is adopted, a number of policies from the Preston Local Plan remain in force. The Publication Draft of the Site Allocations DPD is scheduled for Summer / Autumn 2013.
- 2.19 The retail and leisure policies that are saved are Development Management policies.

3 Overview of Trends in Retailing

- 3.1 The retail and leisure environments have changed significantly over the past 10 years. Traditional, bricks and mortar retailing is no longer the sole retail 'channel'. Advances in technology and the appetite of consumers to utilise this technology has seen the rise of internet based sales and left many retailers considering how to best use their physical space.
- 3.2 This chapter provides an overview of the trends experienced in the retail and leisure environment in the UK. These trends set the context for the retail and leisure environment at a local level, and therefore affect the development of future local shopping and leisure patterns, and ultimately, will also influence the future health, vitality and viability of Preston City Centre.

Shopping Patterns and Trends

- 3.3 Over the past 10 years, and more dramatically the past 5 to 6 years, internet sales have increased significantly. For convenience goods, Experian estimates that in 2006 only 2.8% of all expenditure was through non-store means (principally the internet), rising to 6.8% in 2012. Currently Experian estimates that non-store expenditure will rise to 15.7% by 2029. For comparison goods Experian estimate that in 2006 7.9% of all comparison goods expenditure was spent through non-store means rising to 13.2% in 2012, by 2029 it is predicted that this will rise to 21.4%. Similarly, Verdict predicts that by 2026 £1 of every £7 (14.3%) spent in the UK will be online. Footfall at shopping centres in the UK has dropped 1.7% compared to 2011 figures (1), indicating that people are visiting physical stores less.
- 3.4 The Household Telephone Survey which was commissioned to inform the Study is able to provide evidence of the emergence of these trends within the Study area. The Survey identified that whilst in relation to the 'main food' shop for convenience goods only 2.2% of respondents said that they used the internet, online shopping was greater for non-food goods. The Survey identified that for clothing this was 8.2% and was as great as 25% for books and stationary, 17.8% for TV, Hifi and home computing equipment and 12.9% for household appliances.
- 3.5 At the same time the economic climate has changed considerably since 2008 and the beginning of the UK economic recession. Consumers have less disposable income and are increasingly savvy in their retail choices, and with increasing access to technology have the ability to 'price compare' to a much greater extent than they have previously. Retailers are also under increasing pressure to act in a sustainable

¹ Retail Week, 12 December 2012

manner, while at the same time managing increased business costs, such as the devaluation of the pound and VAT increases (2).

- 3.6 Retailers have had to respond to these challenges by adapting the way that they communicate and trade with their customers. They have had to reconsider the role of their physical retail space and how they can make best use of this space to firstly, meet customer requirements, whilst also managing costs. Whilst it has been an on going trend of the past decade, the increased importance of the internet as a means through which people conduct their shopping has become increasingly pertinent within the past couple of years, as evidenced in the Experian figures above. This is of equal relevance to Preston and the Study Area as anywhere else in the UK.
- 3.7 However, whilst the requirement for retail floorspace has decreased, and some brands, such as Amazon, operate as online only, this is not a solution that will be appropriate for all brands (3). Whilst it is clear that many retailers are looking carefully at their physical store requirements and how they use this space, there is still an important role for the physical store.
- 3.8 The retail environment is increasingly 'multi-channel' – with shoppers no longer simply either purchasing online or in store. Shoppers may purchase goods online but collect in store; purchase goods online that are sourced physically from stores and delivered to their home; research online before conducting a purchase within a store; research within a store before purchasing a product online; or use a smartphone or tablet device to research purchases or compare prices whilst in a store. As a result, decisions are now less immediate than they were previously. Put simply, people are choosing more carefully before they spend (4).
- 3.9 'Click and collect' options are also undergoing change, with Amazon recently installing collection point facilities for Amazon purchases across the UK in large shopping centres, convenience stores, news agents and at train stations.
- 3.10 It is therefore vital for developers/retailers to consider the interrelationship between the internet and store requirements in terms of facilities and space. Physical store requirements continue to be important for retailers as this is a key brand space opportunity. It is also a vital opportunity to meet with customers and provide advice on purchases, nurturing customer loyalty to that brand and setting the in-store experience apart from utilising on-line channels only.
- 3.11 As a result of this, but also as a consequence of the economic changes afoot some retailers are seeking to consolidate their existing portfolios to a number of larger flagship or showroom type stores within regional or sub-regional centres. Pressures on both disposable incomes and credit as a result of the recession, coupled with an ever increasing proportion of shopping being undertaken on-line, means that many retailers are not seeking to expand their physical store portfolios, or at least not to the degree they were prior to the economic recession.

² Deloitte: "The Changing Face of Retail", 2012

³ Winter 2012: Estates Gazette, 'What's in Store?'

⁴ Winter 2012: Estates Gazette, 'Retailers Must Chase the Dream'.

- 3.12 As a result retail facilities need to be flexible to accommodate the increasing demands of modern shoppers for information, flexibility and convenience.
- 3.13 As such the role of the store is being transformed. Whilst on-line sales have dramatically increased, shopping continues to be a social pastime. Retailers have increased efforts to create an in-store experience for their customers. For example, fashion retailers are increasingly using multi media displays within stores such as large screen and interactive displays to attract customers⁽⁵⁾. Consumers expect retail staff to be knowledgeable about the products they are selling and are able to offer guidance on products. In some instances, stores are operating as showrooms, where customers can interact with goods prior to purchasing them either in-store or online. Whilst these trends are at present largely evident within London, and larger City Centres such as Manchester and Liverpool, moving forward this will be expected of new floorspace / retail units within smaller city centres, such as Preston, which will need to be able to remain competitive and retain custom.
- 3.14 Similarly, seeking to create a 'destination' has seen the inclusion of complementary leisure activity in primarily shopping centres, for example, locating cinemas and food courts in shopping centres⁽⁶⁾, as part of creating a destination and experience for customers that provides an experience not available online. In a similar vein, Westfield Stratford City has included a boutique bowling alley, restaurant and cocktail bar into the shopping centre (7). Developers of shopping centres are likely to seek to roll out a similar format nationwide on new schemes.
- 3.15 The past five years has seen a sharp increase in the number of retailers going into administration. Woolworths were the first high profile casualty, but have been followed recently by other major high street names, including Peacocks, TJ Hughes, Adams, Ethel Austin, Officers Club, Clinton Cards, Borders, Game, Jane Norman and Barratts. From the beginning of 2007 until the end of June 2012 208 retailers entered administration affecting over 20,000 stores and over 180,000 employees, departures from the high street that were a visible loss.
- 3.16 The increased proportion of retail expenditure being spent through the internet and the number of retail administrations has decreased the demand for existing and new retail floorspace. This has increased vacancy rates within centres and has meant that progressing the expansion and improvement of town centres is much more difficult.

Leisure Trends

- 3.17 In general terms, leisure has held up relatively well throughout the economic recession. Cinema in particular has performed well, and 'remains the key anchor for the most successful leisure parks and schemes in the UK'⁽⁸⁾. Admissions in 2011 were up on admissions from 2010⁽⁹⁾ and the market is seeing cinema operators

⁵ Deloitte: "The Changing Face of Retail", 2012

⁶ Winter 2012: Estates Gazette, 'What's in Store?'

⁷ 24 November 2012, Estates Gazette, 'The Week'.

⁸ Knight Frank, "Leisure, Occupational and Investment Markets", Autumn/Winter 2012

benefit from technology such as 3D and digital, and indeed operators have invested in this technology with over 70% of UK screens now equipped with digital projectors(10).

- 3.18 Similarly, the dining out market has also performed well during the recession(11). Research undertaken by Deloitte shows that the frequencies with which people go out for food and drink each month has increased steadily since Spring 2011, from 17.5 to 20.4 trips per month. At the same time, emerging pub operators have started to 'freshen up' the offer at pubs by offering high quality food within a contemporary space, a move away from the traditional pub offer(12).
- 3.19 One of the strengths of the leisure market throughout the recession has been flexibility. Making the most of empty office floorspace in city centres, budget gyms have started taking space in otherwise predominantly commercial districts. Brands such as PureGym offer monthly subscriptions with very few on site staff, keeping both running costs and the costs of subscriptions down. This concept has been very popular, providing easily accessible gyms on the doorstep of potential members with flexible terms and 'no fuss' membership. This type of facility was initially trialed in larger Cities, but is also now evident in smaller centres of similar size to Preston City Centre.
- 3.20 This has also had the positive offshoot of using otherwise empty office floorspace, helping to keep activity levels up in City Centres and providing an additional reason for consumers to extend the time spent in these centres.
- 3.21 In terms of what might come next, the leisure market, with London at the forefront, has seen the introduction of new leisure concepts, maximising on what may be 'fads' to entice people through the door. For example, "All Star Lanes", is a boutique bowling offer which combines bowling alleys with high quality food and drink. "Bounce", located in Holborn, London, combines a 130 seat restaurant and cocktail bar with 14 ping pong tables.
- 3.22 Many other activities such as karaoke or table football for example, could be incorporated into bar and restaurant concepts within City Centres to increase the leisure offer and extend the time spent in City Centres. Whilst these trends emerge generally within London, or larger City Centres, if they are deemed to have been successful it is usually the case that they are then rolled out into other Centres / Cities across the UK.
- 3.23 In considering the emergence of the new retail and leisure trends within Preston, it is useful to consider the socio-economic character of the Study area. A Focus Report (dated November 2012) identifies that the

⁹ Film Distributors Association

¹⁰ Knight Frank, "Leisure, Occupational and Investment Markets", Autumn/Winter 2012

¹¹ Knight Frank, "Leisure, Occupational and Investment Markets", Autumn/Winter 2012

¹² 24 November 2012, Estates Gazette, 'Cheers to a Revival'.

urban area of Preston¹³ is largely in line with the national average in terms of the socio-economic structure, with 29% of the population being within the 'Supervisory clerical junior managerial / administrative/professional (C1)' category, 21% 'Higher and intermediate managerial / administrative/professional (AB)', 19% 'Semi skilled and unskilled manual workers (D)', 16% 'Skilled manual workers (C2)' and 15% 'on state benefit unemployed lowest grade workers (E)'. In terms of age structure, the Focus report identifies that Preston again is largely in line with the national average, albeit with a slightly higher than national average proportion of population between the ages of 10 and 29 years. The population of the Study area is therefore a reasonable proxy for the national average, and arguably will display trends that mirror the Country taken as a whole.

¹³ The definition of an 'Urban Area' is a continuous area of urban land extending for 20 hectares or more surrounding a centre, including the built up area of Preston and South Ribble but not including the out-lying settlements.

4 Preston City Centre Health Check

- 4.1 A health check has been undertaken to consider the vitality and viability of Preston City Centre.
- 4.2 The analysis uses indicators of vitality and viability set out in paragraph Annex D of PPS4. Although PPS4 has now been replaced by the NPPF, the DCLG have not withdrawn guidance from PPS4. There is no new guidance in place. The indicators are:
- **A1** – Diversity of main town centre uses (by number, type and amount of floorspace);
 - **A2** – The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations;
 - **A3** – The potential capacity for growth or change of centres in the network;
 - **A4** – Retailer representation and intentions to change representation;
 - **A5** – Shopping rents;
 - **A6** – Proportion of vacant street level property and the length of time properties have been vacant;
 - **A7** – Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental);
 - **A8** – Land values and the length of time key sites have remained undeveloped;
 - **A9** – Pedestrian flows (footfall);
 - **A10** – Accessibility;
 - **A11** – Customer and residents' views and behaviour;
 - **A12** – Perception of safety and occurrence of crime; and
 - **A13** – State of the town centre environmental quality.
- 4.3 The Health Check draws on data sources including GOAD, EGi and Focus, and has been informed by a City Centre visit undertaken in November 2012. The Health Check also draws upon the health checks undertaken to inform the previous Central Lancashire Retail Study in 2010.

Preston Context

- 4.4 Preston City Council lies within the Central Lancashire Area which also includes Chorley Council and South Ribble Borough Council. A Joint Core Strategy was approved in July 2012 and this sets out the spatial planning proposals for the combined area of Preston, South Ribble and Chorley. Preston is classed as a City Centre within the adopted Core Strategy. One of the key spatial aspirations is the delivery of the redevelopment of part of Preston City Centre.
- 4.5 Preston City Centre is the major retail and service centre for the Lancashire sub-region, with the total population of the Preston primary catchment area extending to 497,000. Preston serves a relatively extensive primary catchment area that includes Leyland, Bamber Bridge and Chorley to the south, Garstang to the north, the outskirts of Blackpool to the west and Blackburn to the east. Preston City Centre floorspace is estimated at 1.59 million sq.ft (147,716 sq.m), which is above the UK sub regional centre average. In terms of floorspace Preston City Centre ranks 23rd out of 200 centres considered by Promis. Other comparable centres include Doncaster, Romford, Bury and Brighton.

- 4.6 Preston has seen substantial growth in private sector employment between 1998 and 2008, an increase of 16.2%. This growth has mainly been driven by the expansion of out-of-town sites based around motorway junctions and by 2008 the City Centre accounted for just 11.2% of all private sector employment (Centre for Cities, June 2012).
- 4.7 Preston City Centre is a medium sized centre, the main shopping provision is provided on Fishergate, which includes the Fishergate Centre, on Friargate, which includes St Georges Centre and the area surrounding Market Street and Cheapside which includes the municipal buildings, Preston Market (stalls in the Market Hall trade Monday to Saturday and the covered market trades on Monday, Wednesday, Friday and Saturday) and the St Johns Centre.



Preston City Centre Background

- 4.8 A Retail and Leisure Study was undertaken in 2010 covering the Central Lancashire Authorities including Preston City Centre (to inform the Joint Core Strategy which was adopted in July 2012). Health Checks were undertaken on the key centres within the catchment. For the purposes of comparison, we summarise below the strengths and weaknesses of Preston City Centre as documented in 2010.
- 4.9 In 2010, it was noted that around 6.34% (50 units) were for convenience retailing within the City Centre, a further 32.44% (256 units) were for comparison retailing and 14.96% (118 units) were vacant. The floorspace that this equates to shows that from 2004 to 2010 the quantum of comparison floorspace has decreased from 93,460 sq.m (gross) to 87,552 sq.m (gross). For convenience floorspace this has remained relatively consistent since 2004, having only decreased by 300 sq.m between 2004 and 2010 and now stands at 10,480 sq.m (gross).

4.10 Following an update to the GOAD Centre report in November 2012 (which covers the area identified in the map below) the quantum of floorspace has continued to change. Around 9,272 sq.m of the total floorspace is for convenience retailing: this is much lower than the UK average of 17.12% at 6.17%. For comparison retail this equates to 77,267 sq.m, which is a further decrease from the 87,552 sq.m noted in 2010. However, this remains above the UK average of 46.17% at 51.39%. In terms of vacancies, around 33,371 sq.m, equating to 22.19%, are vacant, and this is much higher than the UK average of 12.20%.



The Extent of Area Covered by Preston GOAD Plan

Source: GOAD November 2012

4.11 Preston City Centre has undergone a series of changes since both 2004 and the GVA Study in 2010, including the amount of convenience and comparison floorspace having decreased in the City Centre, whilst service use floorspace has continued to increase from 24,150 sq.m in 2004, to 73,440 sq.m in 2010 and increasing furthermore to 28,884 sq.m in 2012.

Diversity of Uses and Vacancy Rate

4.12 Experian GOAD surveys dated November 2012 identify that Preston City Centre has a below average proportion of convenience goods outlets at 4.65% (30 units) compared to the national average of 8.51%, the centre also has a below average amount of comparison goods outlets at 40.16% (259 units) against an average of 41.13%. The comparison goods units are however a good mix of high street and independent retailers. The table below highlights the amount of units in relation to the floorspace they occupy by retail type.

Preston City Centre	Convenience	Comparison	Service / Financial	Vacant	Total
Number of Units	30	259	195	163	647
Amount of Floorspace (gross sq.m)	9,272	77,267	28,884	33,371	148,794

Source: GOAD November 2012

- 4.13 The centre has a notably higher than average proportion of vacant outlets and floorspace compared to the national average – 23.72% (163 units) of outlets vacant and 22.19% of floorspace compared to the respective national figures of 13.72% and 12.20%. However, these units are predominantly concentrated away from the primary shopping area. It is also noted that the vacant units tend to be small and outdated.
- 4.14 There are a number of retail facilities in the vicinity of Preston City Centre, both edge of centre locations, including Queens Retail Park to the south, as well as out of centre locations; this includes the Capitol Centre, Deepdale Retail Park to the north and Riversway Retail Park to the east. These facilities vary in terms of occupiers: Deepdale offers more “high street” provision with retailers such as Outfit, Boots, New Look, M&S and Clarks as well as a number of food and beverage units. The Capitol Centre is home to a number of bulky goods and home furnishing retailers including, Currys, Tesco Home, Dunelm Mill and Homesense. There are also a number of leisure units present including Virgin Active and Vue Cinemas and a number of restaurants, and a Waitrose foodstore. Riversway is anchored by a large Morrison’s store on Mariners Way, as well as other retailers such as Mothercare, Halfords, Bensons for Beds and Early Learning Centre.
- 4.15 Preston is also well served by a number of convenience retailers including Sainsbury’s at Deepdale, Morrison’s at Mariners Way and ASDA at Fulwood, as well as representation from Waitrose and M&S Food, the majority of which are in out of centre locations. The City Centre convenience offer is relatively modest with some small scale provision located sporadically, including Iceland, Aldi, M&S Food, Co-op and some small scale independent convenience retailers.

Retailer Requirements

- 4.16 A Focus town report for Preston identifies that there were 37 retailer requirements in Preston in January 2010. This represents a reduction from 45 noted in April 2009.
- 4.17 As of November 2012 PROMIS indicated that there were 14 reported requirements for Preston, against an average of 13, ranking the City 57th of the PROMIS Centres. This was two requirements less than that reported between April and October 2012. Retailers who have recently expressed an interest in taking space in Preston City Centre include fashion retailers Zara, Shoe Zone, Deichmann and High and Mighty. There are a number of convenience retailers with demands for Preston City Centre including Little Waitrose and Sainsbury’s.
- 4.18 It is noted that there are a number of vacant units within the City Centre which have not been taken up by any of the retailers who have a requirement in Preston, such as the former YMCA unit on Fishergate. This could be due to a number of factors, including the lease arrangements, size, access and servicing arrangements and sustainability credentials of units. As noted above a number of the vacant units are small, outdated and situated away from the Primary Shopping Area.

Commercial / Demand

- 4.19 A PROMIS report generated in November 2012 identifies that prime Zone A rents stood at £120 per sq.ft in mid 2012 and this has remained relatively static from the end of 2011. It is noted that top rents within the Centre are achieved on Fishergate Walk and the first floor of St George's Shopping Centre. However, rental values are lower in the Fishergate Centre averaging at £75-80 per sq.ft for Zone A for the main mall and £40-45 per sq.ft for the middle level.
- 4.20 PROMIS also reports yields at 7% in Spring 2012 which shows an outward shift compared to the level noted in Autumn 2011 which was in line with the trend for the majority of PROMIS centres. This represents a slight increase from 6.5% noted in Summer 2011.

Venue Score – Ranking Changes over Time

- 4.21 The table below highlights the Venue Score ranking of Preston City Centre as documented in 2013.

Venue	Location Type	Location Grade	VENUE SCORE	Rank	Market Position Classification
Preston City Centre	Centre	Regional	211	60	Middle

Source: Venue Score 2013-2014

- 4.22 Venue Score notes that Preston's current rank is 60th, having moved down from 29th in 2009, which is considered to be a more appropriate ranking for the City Centre. The previous higher ranking was a result of the interest from retailers will have been as a result of the previous TRA proposals, which will not come forward in the form / scale approved, and therefore results in a distorted ranking of Preston.
- 4.23 The table below identifies how Preston compares with other similar sized centres within the region. Preston is well placed in its ranking against other middle and lower middle Centres within the wider region.

Venue	VENUE SCORE	Rank	Market Position Classification
Preston City Centre	211	60	Middle
Warrington	201	69	Middle
Southport	179	93	Middle
Wigan	168	109	Middle
Bury	178	97	Middle
Chorley	76	326	Lower

Source: Venue Score 2013-2014

Accessibility and Movement

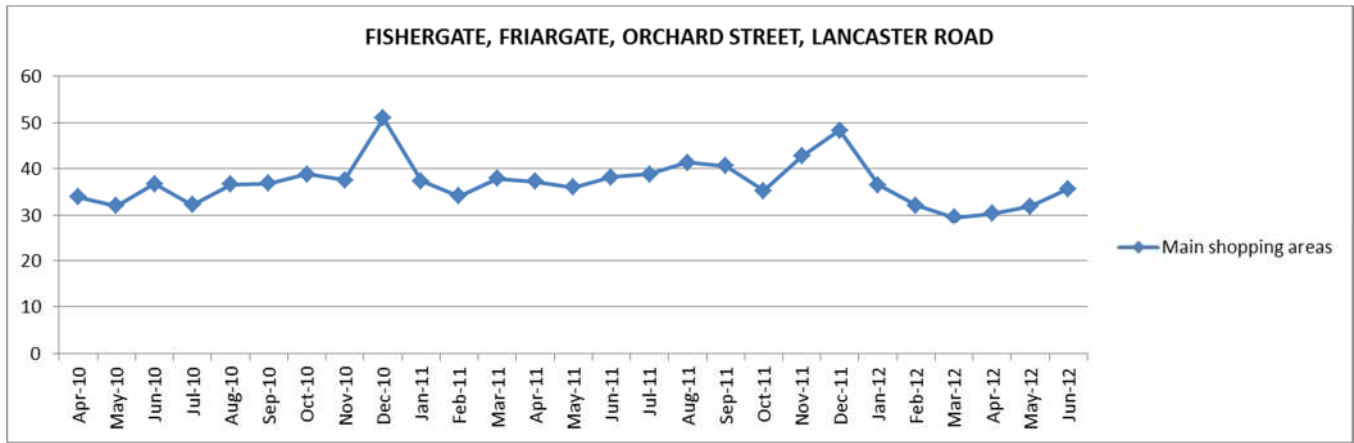
- 4.24 Preston City Centre is highly accessible, and is served by a number of bus services linking the City with other locations across the north west and with other centres within the Borough. Preston's bus station lies to

the east of the City Centre within easy walking distance from the primary shopping area. There is a one way system in the City Centre for vehicles and buses.

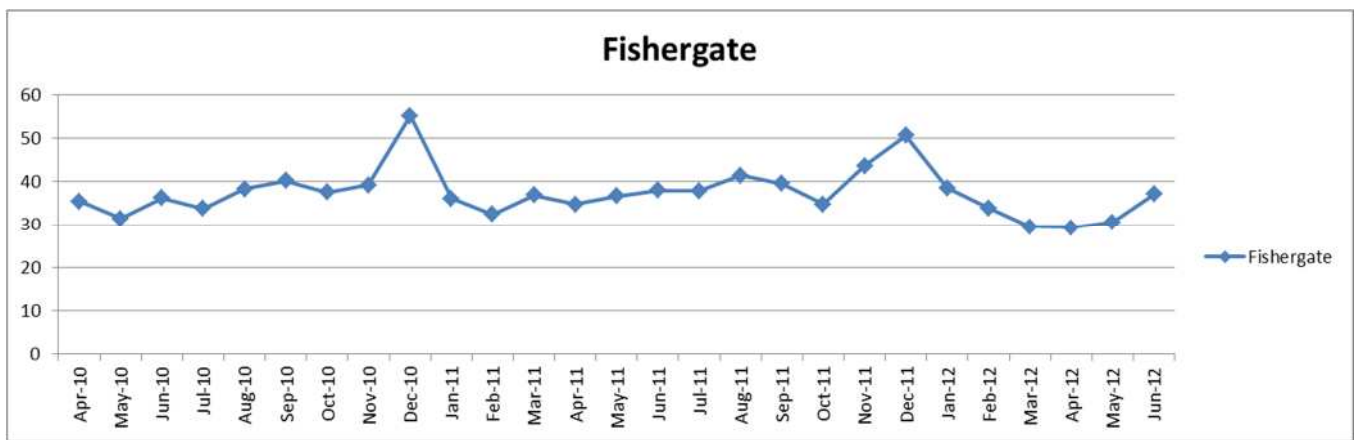
- 4.25 Similarly the train station which is located to the west of the City Centre is also within easy walking distance of the main shopping area. This offers a number of services to Manchester, Manchester Airport, Lancaster, Blackpool, Leeds, Blackburn, Burnley and Wigan in addition to local stations, along with direct connections to London, Glasgow and Edinburgh.
- 4.26 The main shopping street of Fishergate is not pedestrianised; however Friargate and the area surrounding St. Georges Shopping Centre are pedestrianised. Work has commenced, however, on the Fishergate Central Gateway Project, which is to improve the pedestrian environment and public realm on Fishergate, and demonstrates the Council's commitment to improve the Centre and seek to create an environment conducive to retail investment. The ERDF / LCC funded project will include the narrowing of carriageway, creation of shared surfaces, removal of street clutter and traffic lights. The first phase of work will extend from the Railway Station to Lune Street. Work is to commence on Fishergate during Summer 2013.
- 4.27 Preston City Centre also has very good road links, given its close proximity to the M6, the M55 which links the city to Fylde, the M61 linking to Greater Manchester and the M65 linking to East Lancashire.
- 4.28 There is a wide range of car parking within Preston City Centre; this is accommodated by a variety of privately owned and Council owned multi storey facilities, notably at the Bus Station (1,169 spaces) and Market Hall (508 spaces) which are owned by Preston City Council. There are a number of privately owned car parks - these are located at Fishergate (700 spaces), St George's Shopping Centre (410 spaces) and the railway station car park (939 spaces). There are also a number of short stay/on street car parks within the City Centre, such as the pay and display car park on Avenham Street (560 spaces). There is limited free car parking in the City Centre.
- 4.29 The results from the on street survey indicated that 84 of the 300 people interviewed travelled to Preston City Centre by car (this equates to 28%). Of these respondents, 24 (29%) parked in the Fishergate Centre, 15 (18%) parked in the Market Car Park, a further 10 (12%) parked in the St Georges Centre. The remaining respondents parked at the Bus Station, Avenham Street, Market Street whilst others were dropped off or got a lift into the City Centre.

Pedestrian Flows / Footfall

- 4.30 Footfall data has been collated by Business Improvement District (BID) from April 2010; they have noted a number of locations which have recorded the highest footfall over the period up until June 2012. The graph below highlight patterns of footfall from Fishergate, Friargate, Orchard Street and Lancaster Road which make up the Primary Shopping Area (PSA).
- 4.31 We can see that there have been a number of spikes in the footfall data that can be attributed to the Christmas shopping period, as well as dips in January and February post Christmas. The period in between has seen relatively consistent footfall measurements which have been lower during the period February to May 2012 than in the same period measured in 2011.



4.32 For Fishergate alone, this has seen fairly constant footfall across the same period, with peaks and troughs at the same times as those highlighted above.



Environmental Quality (City Centre Environment) and Visitor Perceptions

4.33 As informed by the Centre visits, the City Centre itself is relatively well maintained. Fishergate is well monitored by CCTV but is cluttered with street furniture of poor quality. The area surrounding the Market appears to be more run down but this can be attributed to a number of vacant units and semi-active frontages. The St Johns Centre is particularly run down and contains a number of low value retailers. Tithebarn Street, adjacent to the Bus Station, has a number of vacancies, including the large vacant leisure unit, previously Club Arena, and therefore has a less active frontage than previously. There is also a notable amount of litter and graffiti on Tithebarn Street. St Georges Centre is well maintained, and like the Fishergate Centre is patrolled by security guards and is also monitored closely by CCTV.

4.34 There is relatively little street furniture such as benches and rubbish bins within the City Centre, the majority of which is located in the open space by the Town Hall and the area by the Market which is of reasonable quality. There is some street furniture in the entrance to the St Georges Centre, also of reasonable quality, but none within the Fishergate Centre itself.

4.35 The results of the Household Survey also highlight a number of features of Preston City Centre which those visiting the City Centre most liked / disliked. The Survey results indicate that out of 900 respondents, around 22% liked the choice and variety of shops most about Preston, a further 9% commented on it being compact, accessible and easy to walk around, and around 6.9% commented that it was close to home or work. Interestingly, around 43% of respondents said there was nothing in particular that they liked about Preston City Centre.

4.36 Following on from this, a question was asked on what respondents disliked most about Preston City Centre, 7.2% commented that it was difficult to park and a further 5.8% answered that it was expensive to park.

7.7% of respondents commented that there was a poor choice and variety of shops. A further 5.6% of respondents commented that it was an unattractive shopping environment and 5.6% said that it was poorly maintained. As with the last question 46.8% commented that there was nothing in particular that they disliked about Preston City Centre.

Summary

- 4.37 Preston City Centre is the major retail and service centre for the Lancashire sub-region, which serves a relatively extensive primary catchment area. The main shopping provision is provided on Fishergate, which includes the Fishergate Centre, on Friargate, which includes St Georges Centre and the area surrounding Market Street and Cheapside.
- 4.38 Preston City Centre has a below average proportion of convenience goods and comparison goods outlets, as well as a higher than average proportion of vacant outlets and floorspace. Preston has a number of identified requirements from retail (convenience and comparison) and leisure operators. Prime Zone A rents have remained relatively static from the end of 2011.
- 4.39 Preston City Centre is highly accessible, by bus and train, as well as having good road and motorway links.
- 4.40 As a Centre, Preston is currently ranked 60th by Venuescore, which is above a number the majority of other centres in the wider region. However, whilst this is arguably encouraging, it is important to note that there has been no new comparison floorspace delivered, nor are there any major commitments for large scale comparison floorspace, within the past decade.

5 Retail Quantitative Need Assessment - Key Findings

Shopping Patterns

5.1 The detailed flows of expenditure for the overall Study Area are outlined in Table 7 of Appendix 2 for convenience goods and Table 13 of Appendix 3 for comparison goods. A summary analysis of the key findings are outlined below. A map of the Study Area is at Appendix 1.

Convenience Goods

5.2 Table 5.1 below sets out the most popular shopping destinations for residents within the Primary Catchment Area (PCA) (defined by Zones 1-4).

Table 5.1: Convenience Goods Flows within Primary Catchment Area

Facility	Total PCA (£m)	Percentage of Total (%)	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)
Morrison's, Mariners Way	£74.07m	15.6%	£49.54m	£6.39m	£8.06m	£10.08m
ASDA Pittman Way, Fulwood	£66.00m	13.9%	£20.68m	£43.49m	£0.43m	£1.39m
Sainsbury's Flintoff Way	£36.73m	7.8%	£10.8m	£25.24m	£0.69m	£0.00m
Morrisons, Olympic Way	£26.15m	5.5%	£0.00m	£0.96m	£8.32m	£16.87m
Sainburys, Cuerdon Way	£22.99m	4.9%	£0.00m	£0.96m	£16.12m	£5.91m
Waitrose, Walton le Dale	£14.25m	3.0%	£0.00m	£0.00m	£1.56m	£12.69m
Tesco Extra, Towngate	£27.20m	5.7%	£1.3m	£1.92m	£2.77m	£21.21m

5.3 The above table shows that Morrison's at Mariners Way and ASDA in Fulwood are retaining a large proportion of convenience goods expenditure within the Primary Catchment Area. Whilst they only account for 16% and 15% respectively of the total convenience expenditure of the PCA, this is no doubt likely to be diluted by the fact that there are a number of large foodstores that currently fall within the PCA. The top six

foodstores in the table above have a combined market share from the primary catchment area of 56% with the remainder dispersed between smaller stores and facilities which are mainly located in District and Local centres.

- 5.4 Furthermore, Table 7 of Appendix 2 shows that whilst there is some trade leaking out of the Primary Catchment Area, this is only to a small number of facilities within the secondary catchment area, this includes ASDA Sheep Hill Lane in Clayton le Woods which draws trade from Zones 3 and 4, ASDA Hyndburn Road in Accrington which draws trade from Zones 9 and 14, ASDA Cherry Tree Lane in Blackpool which draws a significant amount of trade from Zone 7, and Tesco Extra in Buckshaw Village which draws trade from Zone 12.
- 5.5 The shopping patterns revealed by the analysis (Table 5.1) are arguably to be expected, with shopping being relatively localised, however there are a number of large foodstores which draw trade from all of the zones which make up the PCA. For example, ASDA at Fulwood draws most of its trade from Zone 2 (which it is located in) but also significant trade from Zone 1 and a degree from Zone 4.
- 5.6 The table below highlights the convenience expenditure retention of each of the zones of the available expenditure within the PCA.

Table 5.2: Convenience Goods Retention Rate of Zones and Total PCA

	Zone 1	Zone 2	Zone 3	Zone 4	PCA
Retention Rate (%)	56.77%	76.21%	43.91%	55.93%	89.06%
Amount of Expenditure retained (£m)	£114.13m	£151.13m	£58.76m	£97.72m	£421.74

- 5.7 This varies somewhat from the predictions made in 2010 within the Central Lancashire Retail Study which outlined that Zone 1 Preston Central West had a 74.1% market share, Zone 2 Preston Central East 83.2%, Zone 3 Preston Rural East 52.3% and Zone 4 Preston Rural West 67.2%. Whilst it is useful to make some general comparisons with the work done by GVA in 2010, it should be noted that the study zones do vary from those used within this Study.

Comparison Goods

5.8 Table 5.3 below sets out the most popular shopping destinations for residents of the PCA for comparison goods.

Table 5.3: Comparison Goods Expenditure Flows of Primary Catchment Area Residents

Facility	Total PCA (£m)	Percentage of Total (%)	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)
Primary Catchment Area						
Preston Zones	£477.97	84.35%	£141.62m	£147.28m	£91.48m	£97.6m
South Ribble Zones	£88.67m	15.65%	£3.56m	£5.69m	£27.39m	£52.03m

5.9 Table 5.3 shows that the Preston zones (Zones 1 and 2), which includes Preston City Centre, is the dominant destination for comparison goods shopping across the entirety of the Primary Catchment Area. As well as drawing trade from the Primary Catchment Area, Preston also draws a large amount of trade from zones 5-14. Preston City Centre, according to the survey turns over significantly more than the next highest centre recorded. The survey derived turnover for Preston City Centre should, however, be treated with caution as experience shows that within the telephone survey respondents will have responded 'Preston' to a question about where they shop for different types of comparison goods, when in reality they mean facilities that are located in the Preston area, including the City centre, single stores outside the Centre and collections of facilities such as Deepdale Retail Park.

5.10 There is also some leakage of trade to centres outside of the Primary Catchment Area such as Blackburn and Southport, which is not unusual. It is useful to note, however, that only 4% and 1.26% of expenditure from the PCA is leaking to the Trafford Centre and Manchester, which are major shopping destinations within the North West.

5.11 Table 13 highlights that the individual zones of the PCA have a relatively modest retention rate of expenditure. Only Zone 1 appears to retain a considerable amount of expenditure as set out in the table below.

5.12 As mentioned above, it is difficult to make accurate comparisons between this Study and the 2010 Central Lancashire Study. However, broadly speaking the retention level of comparison goods expenditure identified within the PCA is the similar (i.e. 70-80%). There also appears to a similar proportion of capacity leaking to facilities such as the Trafford Centre (approx. 1.5%).

Table 5.4: Comparison Goods Retention Rate of Zones and Total PCA

	Zone 1	Zone 2	Zone 3	Zone 4	PCA
Retention Rate (%)	79.85%	6.95%	9.29%	23.02%	83.26%
Amount of Expenditure retained (£m)	£145.18m	£152.96m	£118.87m	£149.63m	£566.63m

5.13 Table 12 of Appendix 3 shows that the market share for comparison goods across the PCA is 83.26% (equating to £566.63m). This varies from the results of the 2010 Study which outlined that Zone 1 Preston Central East had a 53.8% market share and Zone 2 Preston Central West 41.6%, Zone 3 Preston Rural East 44.1% and Zone 4 Preston Rural West 41.4%.

Quantitative Capacity Assessment Results Analysis

5.14 The results of the capacity analysis undertaken for convenience and comparison goods are set out in the tables and accompanying analysis below. It must be noted that although Local Planning Authorities are required by The National Planning Policy Framework to assess as part of the Development Plan preparation process the need for additional town centre uses floorspace, including retail over the plan period, 'need' is no longer a specific policy test to be met by individual planning application proposals.

Convenience Goods

5.15 Table 5.5 below sets out the convenience goods capacity identified within the Primary Catchment Area (zones 1-4) and how this changes between 2013 and 2027. The capacity figure is also converted into a net floorspace equivalent for top four foodstore retailers.

Table 5.5: Convenience Goods Capacity in Primary Catchment Area – Existing Market Share of 89.06%

	2013	2017	2022	2027
Expenditure to require new floorspace (£m)	-£74.36	-£67.73	-£60.50	-£52.42
Net floorspace equivalent 'Top four' foodstore (sq.m)	-5,234	-4,749	-4,208	-3,610

5.16 The above table identifies that there is no requirement for additional convenience goods allocations across the study period within the PCA. The PCA is served by both large foodstores as well as a range of smaller convenience facilities which provide for more localised top up provision. There are also a number of outstanding commitments for new convenience goods floorspace which have not yet been built out.

5.17 As shown in the table, there is a deficit of expenditure identified for convenience goods, with the estimated turnover of commitments exceeding the available convenience goods expenditure within the Study area. Should any of the convenience goods commitments not come forward, or the approved schemes be amended to reduce the scale of the proposals, further capacity would of course be released.

Comparison Goods

5.18 Table 5.6 below sets out the comparison goods capacity identified within the Primary Catchment Area (Zones 1-4) and how this changes between 2013 and 2027 based upon Ultra-Long term growth rates (i.e. the growth trend from 1971 to 2011). The capacity figure is also converted into a net / gross floorspace equivalent using Preston City Centre and an average of retail warehouse turnovers as benchmark figures.

Table 5.6: Comparison Goods Capacity in Primary Catchment Area – Existing Market Share of 83.26% - Ultra-Long Term Trends

	2013	2017	2022	2027
Expenditure to support new floorspace (£m)	£71.04	£227.13	£532.60	£1,039.60
Net floorspace equivalent using Preston City Centre turnover (sq.m)	13,059	38,425	81,931	146,275
Gross floorspace equivalent using Preston City Centre turnover (sq.m)	16,324	48,031	102,413	182,844
Net floorspace equivalent using average retail warehouse turnover (sq.m)	23,398	68,845	146,793	262,076
Gross floorspace equivalent using average retail warehouse turnover (sq.m)	29,247	86,056	183,491	327,596

5.19 The table above shows that there is comparison goods capacity within the PCA which grows substantially over the study period to 2027, this is having allowed for the growth in internet trading.

5.20 Table 5.7 below also sets out the comparison goods capacity identified within the Primary Catchment Area (Zones 1-4) and how this changes between 2013 and 2027 based upon Forecast growth (i.e. Experian's forecast growth based upon the actual growth in recent years). The capacity figure is also converted into a net / gross floorspace equivalent using Preston City Centre and an average of retail warehouse turnovers as benchmark figures.

Table 5.7: Comparison Goods Capacity in Primary Catchment Area – Existing Market Share of 83.26% - Forecast Growth

	2013	2017	2022	2027
Expenditure to support new floorspace (£m)	-£17.76	-£10.65	£18.65	£78.52
Net floorspace equivalent using Preston City Centre turnover (sq.m)	-3,266	-1,801	2,869	11,032
Gross floorspace equivalent using Preston City Centre turnover (sq.m)	-4,082	-2,251	3,586	13,790

Net floorspace equivalent using average retail warehouse turnover (sq.m)	-5,851	-3,227	5,140	19,766
Gross floorspace equivalent using average retail warehouse turnover (sq.m)	-7,314	-4,033	6,425	24,708

- 5.21 The two tables above present very differing scenarios of the available comparison goods expenditure to support additional floorspace within Preston City Centre. This is as a result of the differing comparison goods growth rates applied (7.8% per annum growth in the case of the Ultra Long Trend and a maximum of 2.9% per annum growth in the case of the Forecast scenario).
- 5.22 It is generally accepted that the Forecast growth scenario is the more appropriate guide for immediate years (i.e. up to 2017 / 2018) being based upon recent patterns of comparison goods spend and that the Ultra-Long Trend is the most appropriate when taking a longer term view (i.e. post 2017 / 2018), having been derived from the patterns of growth over a period of 30 years.
- 5.23 In the case of Preston, we would advise that the Council considers both scenarios of growth. In reality it is likely to be the case that the available comparison goods expenditure to support new floorspace is somewhere between the two scenarios, with a modest amount of expenditure to support new floorspace in the first part of the Plan period (i.e. up until 2017 / 2018), which then increases in the later part of the Plan period (up to 2022 / 2027).
- 5.24 We would recommend that in light of this the Council undertakes a further review of the available comparison goods capacity to support new floorspace within Preston during the first part of the Plan period (up to 2017 / 2018) to consider the actual growth in comparison goods expenditure which has taken place during this period and how this may impact upon the available expenditure to support new floorspace.
- 5.25 Given Preston City Centre's position in the retail hierarchy, any new retail development should be promoted in Preston City Centre as first choice location, in accordance with the NPPF's sequential approach.

Overall Conclusions

- 5.26 The level of identified capacity for convenience goods has decreased from that calculated in previous studies, as a result of a number of retail commitments for new foodstores including at Cottam and Queen Street. The capacity analysis shows that there is no residual capacity for convenience floorspace to require the identification of new convenience land use site allocations.
- 5.27 Two scenarios of Comparison Goods Expenditure growth are presented, based on ultra-long term growth trends and Experian's Forecast growth rates. There is a higher level of identified capacity for comparison goods than in the 2010 Central Lancashire Study. This can be attributed to a number of factors: there has been no new comparison floorspace delivered, nor are there any major new commitments for large scale comparison floorspace over the study period. Furthermore, the stalling of the Tithebarn proposals has allowed for a large proportion of comparison floorspace capacity to become available. The level of site

allocations to meet the identified 'need' should, however, not slavishly follow capacity but rather be informed by both the capacity assessment as well as any future Plans (i.e. APP) ambitions for the City Centre and also be reflective of market demand factors including the trends in retailing that we describe in the earlier parts of this study.

- 5.28 Whilst we have only used one scenario for calculating market share (this being the market share resulting from the household survey), the level of market share increase should be assessed on a zone by zone basis. Preston City Centre has an opportunity to increase its current market share, but it would be unrealistic to predict that this would be the case for South Ribble.

6 Housing Allocation Analysis

Rationale

- 6.1 The Housing Allocations Analysis is attached at Appendix 6. This analysis assesses the implications of Preston City Council and South Ribble Borough Council's housing allocations for each ward upon the population of the four zones which form the Study's Primary Catchment Area. The spatial changes in population up to 2027 could have an effect on the level of retail expenditure within an area as a rapidly growing population requires a greater demand for retail floorspace than a stagnant or declining population.
- 6.2 The retail capacity assessments for convenience and comparison goods attached at Appendix 2 and Appendix 3 respectively assume that the population of each of the four zones within the Primary Catchment Area will grow in line with the ONS 2011-based sub-national population projections for Preston City and the Borough of South Ribble. However, at a finer grain of analysis, the changes are likely to be more complex given a declining household size over the study period and a variation in where additional households will be formed and resize as a result of housing allocations.

Methodology

- 6.3 Tables 1 and 2 of Appendix 6 convert Preston City Council and South Ribble Borough Council's Strategic Housing Land Availability Assessment (SHLAA) figures for each ward and each year of the study period to projected completions for each of the four retail study zones up to 2027. Table 2 makes the assumption that windfalls are distributed across the four zones in proportion to the actual allocations within that zone, and that this totals 1,000 additional units across the 4 zones.
- 6.4 Table 3 then utilises this number of completions to ascertain the difference between the increase in population and the likely increase in population as a result of the housing allocations. This analysis assumes that new homes will accommodate the average household size for that particular zone based on the 2011 household and population estimates taken from Experian Micromarketer in November 2012.
- 6.5 Tables 4a to 4d then convert these population increases into figures of available convenience and comparison goods expenditure based upon the forecast expenditure per head within each of the zones in 2027 and the market shares calculated following the analysis of our results from the Household Survey undertaken in November 2012.

Table 6.1: Additional Comparison and Convenience Goods Expenditure Created Through Housing Allocations by 2027

Zone	Good Category / Scenario	Additional Population	Total Expenditure created from Additional Population in 2027 (£m)	Total Expenditure based on 2027 Population (£m)	Percentage Increase in Population as a Result of Housing Allocations (%)
1	Convenience	3,639	£7.04	£131.47	5.35%
	Comparison		£12.45	£276.90	
2	Convenience	9,266	£18.16	£158.28	11.47%
	Comparison		£34.57	£301.25	
3	Convenience	609	£1.34	£115.56	1.16%
	Comparison		£2.86	£246.29	
4	Convenience	3,718	£7.87	£151.15	5.2%
	Comparison		£16.54	£317.83	
Total Primary Study Area	Convenience	17,232	£34.41	£556.46	6.32%
	Comparison		£66.42	£1,142.27	

6.6 As can be seen from the above table, whilst additional convenience and comparison goods expenditure is created within Zones 1, 2, 3 and 4, this is reasonably conservative in relation to the level of expenditure that is predicted to exist within each of the zones in 2027, and further highlighted in the tables at Appendix 2 and 3.

6.7 The table shows that Zone 2 is predicted to have the highest percentage increase in population based on the future housing allocations, this equates to 11.47%, compared with only a 1.16% increase in population resulting from Zone 3 housing allocations.

6.8 Whilst there are clearly differences within the four zones, the total additional expenditure cumulatively across the zones that comprise the PCA, based on future housing allocations, is fairly significant. Overall there will be an additional £34.41 million created for convenience goods and £66.42 million for comparison goods. How this equates to additional retail floorspace is set out in the table below, which assumes a 'Top 4' retailer average turnover for convenience goods and the Preston City Centre benchmark turnover for comparison goods in 2027.

Table 6.2: Additional Comparison and Convenience Goods Expenditure and Floorspace Equivalent Created Through Housing Allocations by 2027

Primary Study Area	Additional Convenience Goods Expenditure Created (£m)	Additional Convenience Goods Floorspace equivalent (sq.m)	Additional Comparison Goods Expenditure Created (£m)	Additional Comparison Floorspace equivalent (sq.m)
Zones 1-4	£34.31	2,370	£66.42	9,346

Conclusion

6.9 The above analysis demonstrates that the additional expenditure created or reduced as a result of Preston City Council and South Ribble Council's housing allocations is reasonably conservative on a zone by zone basis in comparison to the overall levels of expenditure available within the PCA by 2027.

6.10 Cumulatively across the PCA the additional expenditure from housing allocations adds around £34.41 m of convenience goods expenditure, and £66.42 m of comparison goods expenditure (not allowing for any commitments which may be brought forward in addition to those accounted for within the retail tables at Appendix 2 and 3), which equates to 2,370 sq. m and 9,356 sq. m of additional convenience goods and comparisons goods floorspace respectively.

6.11 It is important to note that these changes are based upon the completions in the SHLAA being borne out across all zones exactly as predicted (which is not guaranteed).

7 Retail Qualitative Need Assessment

Introduction and Methodology

- 7.1 The 'need' for new floorspace has two principal indicators, the level of quantitative need identified and qualitative factors that may justify the provision of floorspace over and above the level of quantitative need. A number of these qualitative factors can, however, be quantified and compared to local or national averages to give an indication of the performance of centres in certain areas to identify strengths and potential deficiencies.
- 7.2 Qualitative indicators of retail need include retailer requirement / demand, type and size of accommodation, and facilitating new investment to enhance the centre. In accordance with national planning policy it is incumbent upon Local Planning Authorities to facilitate the continued investment within centres in order to ensure that long term health and vitality of the centre is sustained and enhanced.
- 7.3 A number of data sources have been utilised to provide the background evidence to assess the current health and future qualitative needs of Preston City Centre in conjunction with visits to the City Centre and the professional judgements of Deloitte and Preston City Council officers. The data sources utilised include:
- EGi – retailer requirements
 - CoStar Group Focus database – retailer requirements
 - Experian GOAD Centre Reports – floorspace mix
 - Property Market Analysis Promis database – catchment population demographic data
 - Experian Micromarketer – study area demographic data
 - On-Street Survey results
 - Stakeholder Engagement
- 7.4 A number of these indicators have been considered within the Health Check of Preston City Centre which is within Chapter 4 of the Study.
- 7.5 The qualitative analysis is not broken down by goods sector i.e. convenience and comparison goods as most of the qualitative considerations such as type and size of accommodation and floorspace mix cut across the detailed goods categories especially in a City Centre context.

Retailer Requirements

- 7.6 As detailed in the Preston City Centre health check (Chapter 4) a Focus town report for Preston identifies that there were 37 retailer requirements in January 2010. This represents a reduction from 45 requirements noted in April 2009.

7.7 As of November 2012 PROMIS indicated that there were 14 reported requirements for Preston City Centre, against an average of 13, ranking the City 57th of the PROMIS Centres. This was two requirements less than was reported between April and October 2012.

7.8 The Preston City Centre requirements include a variety of potential operators of A1 (both convenience and comparison) uses. Retailers who have recently expressed an interest in taking space in Preston City Centre include fashion retailers Zara, Shoe Zone, Deichmann and High and Mighty, as well as Build-a-Bear Workshop. There are also reported demands from Little Waitrose and Sainsbury's. These requirements may have not been met to date as a result of availability of suitable, available or viable space within the City Centre.

Floorspace Mix

7.9 Table 7.1 below sets out the mix of floorspace within Preston City Centre based upon Experian GOAD surveys dated November 2012. The table identifies the percentage of units and floorspace within the City Centre.

Table 7.1 Preston City Centre Floorspace Mix

Preston City Centre	Convenience	Comparison	Service ¹⁴	Vacant	Total
Number of Units	30	259	195	163	647
Amount of Floorspace (sq.m)	9,272	77,267	28,884	33,371	148,794

Source: GOAD November 2012

7.10 Preston City Centre has a below average proportion of convenience goods outlets at 4.65% (30 units) compared to the national average of 8.51%. The City Centre also has a slightly below average proportion of comparison goods outlets at 40.16% (259 units) against a national average of 41.13%.

7.11 The comparison goods units are a good mix of high street and independent retailers (61% multiple retailers), whilst the convenience goods units have a strong independent retailer representation (9% multiple retailers). 28% of the "service" units are multiple retailers(14).

7.12 The City Centre has a notably higher than average proportion of vacant outlets and floorspace compared to the national average - 23.72% (153 units) of outlets vacant and 22.19% of floorspace compared to the respective national figures of 13.72% and 12.20% respectively. However, it should be noted that these units are generally concentrated away from the Primary Shopping Area. It is also noted that the vacant units tend to be small and outdated and would not be suitable for modern retailers.

¹⁴ "Service" includes restaurants, cafes, fast food, hairdressing and beauty, launderettes and dry cleaners, travel agents, banks and financial services, building societies, estate agents and auctioneers.

7.13 Similarly, the Health Check undertaken to inform the Central Lancashire Retail Study (2010) identified that the quantum of convenience goods floorspace was below the national average, although in 2010 the proportion of comparison goods floorspace was above the regional average. As identified in 2012, the quantum of vacant floorspace was above average.

Type and Size of Accommodation

7.14 Preston City Centre has a reasonably wide range of floorspace formats, ages and sizes. The main shopping provision is provided on Fishergate, which includes the Fishergate Centre which provides reasonably modern small to large retail units and Friargate, which includes the St. Georges Centre, which provides small to medium sized units of a slightly more dated nature.

7.15 The area surrounding Market Street and Cheapside provides small to medium sized units and includes a number of municipal buildings. Preston Market, which includes both an indoor and outdoor market trades Monday to Saturday (stall in Market Hall) and Monday, Wednesday, Friday and Saturday (covered Market). The St. Johns Centre is a dated shopping centre with small to medium sized units.

7.16 As set out above there are a high proportion of vacant units within Preston City Centre, which are generally small and outdated units predominantly located away from the Primary Shopping Area. Whilst a high proportion of vacant units may indicate that there is no overarching need for additional floorspace, there is a requirement for more modern retail units within the City Centre. The obvious exception within Preston City Centre is an 'in-centre' medium to large sized foodstore.

Ranking Compared to Other Centres

7.17 The Javelin VENUESCORE for 2013/2014 ranks Preston City Centre 60th nationally with a score of 211. This is compared to a rank of 29th in 2011. The ranking of Preston City Centre compared to other centres in the North West is set out below:

- Manchester City Centre – 2nd
- Liverpool City Centre – 5th
- The Trafford Centre – 28th
- Preston City Centre – 60th
- Warrington- 69th
- Bolton – 83rd
- Southport -93rd
- Bury – 97th
- Wigan – 109th
- Stockport – 118th
- Blackburn – 154th
- Oldham – 189th
- Ashton – 215th
- Rochdale – 220th
- Chorley – 326th

7.18 The Javelin VENUESCORE takes account of the presence of multiple retailers, including anchor stores, fashion operators and non-fashion multiples, as well as food service operators (i.e. restaurants / coffee shops) within centres. The score attached to each operator is weighted to reflect their overall impact on

shopping patterns e.g. anchors stores such as John Lewis, Marks and Spencer and Selfridges receive a higher score than other unit stores. Locations are also assessed in terms of their market positioning, age focus, fashion focus, “fashionability” of its offer, food service bias and whether there is a dominant shopping centre vs. high street offer.

- 7.19 Preston’s ranking has decreased from the previous 2011 position (29th) to a ranking which is considered to be a more appropriate ranking for the City Centre. The previous higher ranking was a result of the interest from retailers will have been as a result of the previous TRA proposals, which will not come forward in the form / scale approved, and therefore results in a distorted ranking of Preston. Notwithstanding this, Preston maintains its position high in the list of centres in the North West, as a result of a number of improvements to the primary shopping environment and a high amount of interest from retailers who are not currently represented in the City Centre.
- 7.20 Verdict also undertake a ranking of Town Centres and Shopping Centres, which is based on a different methodology to Javelin VENUESCORE, and includes comparison goods shopping population, vacant shop floorspace, number of shop units, classification mix (retail vs. leisure), floorspace churn and proportion of multiples. Verdict ranks Preston City Centre 46th out of 100 centres, which is above the other NW centres listed above aside from Manchester and Liverpool City Centres.

In-Centre Survey Results

- 7.21 The in-centre surveys in Preston City Centre were conducted on a Thursday, Friday and Saturday in November 2012. 100 surveys were undertaken on each day. The results of the survey are attached at Appendix 5.
- 7.22 The surveys identified the following trends:
- Size of visitor party – largely single persons (63%) or twos (28%).
 - Majority of those surveyed having come from work (81%).
 - Most people had travelled by bus (42%), or car (28%), and some had walked (16%). Very few had cycled (1%). Of those who had travelled on the bus, the majority had alighted at the bus station (65%). Of those who had travelled by car – respondents had largely parked at either Fishergate (23%), Market (18%) or were dropped off (14%).
 - The majority of respondents were visiting the City Centre for non-food shopping (40%) and then food-shopping (28%). 10% of respondents were visiting the Centre for work or leisure.
 - Around 70% of respondents visited the City Centre at least once a week – with over 43% spending over 2 hours in the Centre.
 - Around half of the respondents had visited the market – with 35% visiting to purchase food goods. The majority of those (82%) who did not visit the market chose not to because they had no need to rather than due to the range / quality of goods.
 - A large proportion of respondents had not visited any other centres in the past 6 months. Other popular centres were Manchester City Centre (with 29% of respondents who also shopped somewhere else other than Preston shopping here), the Trafford Centre (with 25% of respondents also shopping here) and Blackpool (with 28% of respondents also shopping here).
- 7.23 The in-centre survey revealed that Preston City Centre is largely used by those who also work in the Centre, with a large proportion visiting on a regular basis, presumably due to work. The fact that a large proportion of responses also did not visit any other centres is an indication of strength and potential of the City Centre.

However, the survey did identify a qualitative need to improve the Market, as well as the convenience good offer of the City Centre.

Stakeholder Consultation

7.24 Stakeholder Consultation was undertaken during November 2012 with public organisations, retailers, key City Centre landowners and other key groups to gather views on Preston City Centre as a retail, leisure and investment location. The Stakeholder Questionnaire and the summary responses for each group are attached at Appendix 7. The summary response for each question is provided below.

Non-Food (Comparison) Goods Offer

7.25 Stakeholders considered Preston's comparison goods retail offer to be average or mid-ranking in terms of its range and quality with some strong representation from major high street brands. It was felt there was some room for improvement and that any enhancement could be taken to a 'point of difference' when compared with competitor centres by attracting more major, high calibre brands.

7.26 It was also felt by Stakeholders that Preston's offer would be improved by a stronger independent sector. It was suggested that this would include a revamped Market which would add value in attracting visitors to the City Centre.

7.27 The consensus of respondents was that the City Centre had suffered from a lack of investment in recent years, with a pre-occupation with the Tithebarn scheme being cited as a reason for this. However, it was also felt that Preston was not suffering disproportionately when compared with its competitors as a result of national retail trends such as retailer failure and portfolio rationalisation, and does still have a reasonable representation of key retailers.

Food (Convenience) Goods Offer

7.28 Preston's food retail offer was considered to be poor with a lack of stores, and that the stores that do exist are in a convenience, top-up shopping only format, which some Stakeholders considered to be harmful to the vitality and viability of the City Centre. Other Stakeholders felt the provision of out-of-centre food stores was currently adequate in the context of the plans for a new, large format food store at the Queens Retail Park, however the general view from Stakeholders was that the City Centre's food retail offer was in need of improvement from a qualitative, if not quantitative perspective.

7.29 However, other Stakeholders felt there is little demand for a large food store in City Centre, with customers preferring the free parking and the ease that the sites in out-of-centre locations offer. Some Stakeholders felt there was scope for a high-end, niche food retail market in the city centre.

Preston City Centre as an Investment Location

7.30 The majority of respondents were of the view that Preston City Centre has tremendous potential as an investment location, citing its excellent transport connectivity, good catchment, significant capacity for retail, leisure and office development, a lack of oversupply and the presence of UCLAN as its key assets.

7.31 However, Stakeholders noted that there had been a lack of recent investment in the City Centre, and that iterative regeneration projects were urgently required to not only improve the physical environment and public realm but to also send out the message that Preston is 'open for business'. It was strongly felt that more focus should be placed on the commercial requirements of end-users to make the City Centre more attractive, such as offering business rate relief and rent-free period incentives for retailers.

Strengths of Preston City Centre

7.32 Stakeholders identified that Preston City Centre's main strengths were:

- Transport links and connectivity of the City Centre, particularly the West Coast Main Line;
- The historical civic architecture;
- UCLAN;
- Good representation of professional services;
- The strong demographic and loyal, affluent catchment with a high proportion of above average spend; and
- The comparison goods shopping offer.

Weaknesses of Preston City Centre

7.33 Stakeholders identified that Preston City Centre's main weaknesses were:

- The lack of investment in the retail sector, perhaps due to the 'Tithebarn effect';
- The lack of retail units with large floorplates;
- The lack of quality and quantity at the higher end of the retail market;
- The limited leisure facilities;
- The lack of a City Centre residential offer;
- The lack of integration of public transport within the city centre;
- The lack of accessibility into and out of the City Centre via the local road network;
- The lack of pedestrianisation along main shopping streets;
- The poor public realm;
- The absence of a night-time economy;
- Adherence to traditional trading hours meaning a lack of retention of people in the City Centre; and
- Car parking, including its quality, expense, maintenance and management.

Out-of-Centre Retail Competition

7.34 Stakeholders' views regarding Preston's out-of-centre retail and leisure competition ranged from it being good but not exceptional, to it being strong and increasing in strength. Other factors noted as being important to the out-of-centre offer were the modern, flexible, large floorplates demanded by retailers; the ease and convenience offered to customers; and the ample, free car parking.

7.35 Many Stakeholders considered there to be a good balance between the City Centre and out-of-centre retail offer, however many felt that the development of more out of centre floorspace would negatively impact upon Preston City Centre. Other respondents felt the out-of-centre offer already had a negative impact upon the City Centre.

Summary

7.36 In summary, Stakeholders were of the view that Preston City Centre held significant potential as a retail and leisure location but that it requires investment in order to realise its full potential. Positive news stories about Preston were seen as an important way in which to build upon momentum started by the likes of the Preston Guild celebrations.

Overall Qualitative Requirements

7.37 There is a qualitative need to improve the convenience goods provision within Preston City Centre, as identified in the stakeholder consultation, the in-centre survey and the below average proportion of convenience goods outlets within the City Centre.

7.38 The identified retailer requirements for Preston City Centre from Sainsbury's and Little Waitrose reveal a demand to improve the range of operators within the City Centre. The qualitative need to improve the independent convenience goods offer, particularly within the Market, is also evidenced by the on-street survey.

7.39 In terms of comparison goods, there is no clear qualitative need for additional comparison goods floorspace, with Preston City Centre ranking as the third highest centre in the North West after Manchester City Centre by Javelin VENUESCORE, and a large proportion of on-street survey respondents not visiting any other centres and having a good mix of national chains and independent stores.

7.40 However, as evidenced by the stakeholder consultation, there is a requirement for more modern retail units within the City Centre, which would meet the requirements of retailers who are not represented within the Centre, such as Zara or Mango. The stakeholder engagement also identified that Preston City Centre is lacking a 'point of difference' when compared with competing centres in attracting these high calibre brands. Improvements to the public realm and connectivity between the shopping centres would help in this regard, as well as building the night time economy including increasing trading hours of stores to aid retention of City Centre workers.

8 Leisure Assessment

Introduction

8.1 This section considers the current leisure provision within Preston City Centre, including the strengths and weaknesses of the provision of cinema, restaurants, bars and health and fitness uses. In light of Household and On-Street Survey results, Stakeholder Consultation and consideration of national leisure trends conclusions are drawn on the future leisure requirements of Preston City Centre, on both a quantitative and qualitative basis.

Qualitative Assessment

Leisure Requirements

- 8.2 There are a number of published requirements from leisure and restaurant/bar operators for space within Preston City Centre.
- 8.3 As of December 2012, EGi identified restaurant / bar requirements from Ask, Bem Brasil, Bella Italia, Brasserie Blanc, Brunning and Price, The Chinese Buffet, Frankie and Benny's, Gourmet Burger Kitchen, Harvester, Pizza Hut, Sandinista, Wagamama, Bar Sport, Zizzi and The Slug and Lettuce.
- 8.4 In terms of cafes / coffee shops there are requirements from Bagel Nash, Love Coffee, Costa Coffee and Starbucks. Other leisure requirements include Cruise Nightclub and gym operator Xercise for Less.
- 8.5 Whilst the number of requirements for space within the City Centre is positive, given the size of Preston it might be expected that some of these operators would already be present within the City Centre, for example restaurant operator Zizzis are already present in Chester, Sheffield and Harrogate which are of a similar size, or smaller, than Preston. Similarly, Gourmet Burger Kitchen has restaurants in York, Nottingham and Leeds.

In-Centre Survey

- 8.6 The in-centre survey in Preston City Centre was conducted on a Thursday, Friday and Saturday in November 2012, with 100 surveys being undertaken on each day. The results of the Survey are attached at Appendix 5. The Survey revealed the following:
- Over half of respondents never visit the cinema (59%), with others visiting either monthly or fortnightly (both 15%), and very few every week (1%). The most popular cinemas are the Odeon at Portway (38%) and Vue at Capitol Centre (34%).

- The majority of respondents do not have a health and fitness club membership (87%). The most popular clubs were Fitness First at Preston NE Football Stadium (18%) and Total Fitness, Preston (15%), with people visiting 2/3 times a week (59%), once a week (18%) and less everyday (13%).

8.7 In short, the City Centre does not play a role in meeting cinema going and health and fitness needs.

Household Survey

8.8 Household Telephone Survey results are attached at Appendix 4 and include data relating to broad leisure patterns within the Preston and the surrounding area. This Survey was undertaken during November 2012 by RMG Clarity and the questions contained within it were the subject of consultation with the City Council. A total of 900 surveys were undertaken.

8.9 The Household Survey revealed that nearly half of respondents never visit the cinema (49%). 14% of respondents have no pattern of cinema going, whilst 14% visit fortnightly. A small proportion of respondents visit the cinema either weekly or fortnightly (2%).

8.10 The most popular cinema is the Odeon at Portway (25%), closely followed by the Vue at the Capitol Centre (20%). Only a small proportion visit the Palace in Longridge (3%). The Survey also revealed that other cinemas visited outside of the PCA were the Vue at Middlebrook Leisure Park (8%), Vue in Southport (7%), Vue in Blackburn (7%) and the Odeon in Blackpool (6%).

8.11 In terms of gym or health or fitness club membership, the Household Survey identified that 85% of respondents were not members.

8.12 The Survey revealed that no one club / gym dominates in terms of membership. The most popular gym / club is Virgin Active at the Capitol Centre (8%), followed by Council-owned facilities at Fulwood Leisure Centre (7%) and Leyland Leisure Centre (4%). There were then over a further 70 clubs / gyms which were identified in the Survey, each with less than 2% membership.

8.13 In terms of frequency of visits, the majority of respondents visit gym or health or fitness clubs 2 to 3 times a week (71%). A lesser proportion visit everyday (11%) or once a week (9%).

8.14 In relation to other leisure activities within Preston, the Household Survey identified that very few people consider the choice / quality of places to eat and drink (2%) or the leisure attractions / nightlife (less than 1%) to be a strength of the City Centre.

Stakeholder Consultation

8.15 Stakeholder Consultation was undertaken during November 2012 with public organisations, retailers, key City Centre landowners and other key groups to gather views on Preston City Centre as a retail, leisure and investment location. The Stakeholder Questionnaire and the summary responses for each group are attached at Appendix 7.

8.16 Preston City Centre's leisure offer was considered to be very poor, with a limited offer focusing on drinking establishments and there being no 'leisure hub'. Poor restaurants and a limited night-time economy and

ancillary services, such as boutique hotels, were cited as not being reflective of a centre of Preston's sub-regional status. Furthermore, the lack of linking up between day and night activities was thought to be the reason for the haemorrhaging of City Centre workers and shoppers after the traditional working or shopping day. It was generally felt by Stakeholders that the edge and out-of-centre offered more in terms of leisure facilities.

- 8.17 The lack of a City Centre cinema was frequently cited by Stakeholders as demonstrating the poor leisure offer. However, optimism was expressed by a number of respondents who had heard there are plans to develop a City Centre cinema with other leisure facilities.

Quantitative Assessment

Cinema Assessment

- 8.18 We have undertaken a quantitative assessment of cinema provision, which is attached at Appendix 9. The approach which this analysis takes is to consider the turnover required to support individual cinema screens compared to the available expenditure based upon typical visitation rates.
- 8.19 Data for projections of expenditure from the current (2013) position is provided from Oxford Economics analysis of the growth rate for Spend on Arts, Entertainment and Recreation in the North West within the region in the period up to 2027.
- 8.20 These details are set out in Table 1 of Appendix 9. The available expenditure calculation is compared to potential number of screens in Table 2. This is summarised in Table 8.1 below, which shows there is some need for further cinema screens of up to 8 screens within the Study period. This conclusion must, however, be kept under review given the very dynamic nature of the commercial leisure industry.

Table 8.1: Growth in Cinema Expenditure

	2013	2017	2022	2027
Potential Number of screens	18	21	23	26
Need for Further Screens	0	3	5	8

- 8.21 It should be acknowledged that this is quantitative assessment is fairly simplistic estimation based on typical cinema visitation rates and average turnovers of facilities. The growth in cinema expenditure and resultant need for further cinema screens identified in the assessment may therefore vary from what the market demand is for additional cinema facilities. This may be the case in Preston City Centre which does not currently benefit from a cinema.

Health Club Assessment

- 8.22 We have also undertaken a quantitative assessment of gym and health and fitness club provision, which is attached at Appendix 9. The approach which the analysis takes is to compare the level of current provision (particularly focussing on numbers of members) with the predicted level of demand for membership.
- 8.23 Table 1 sets out the details of the existing and approved health and fitness facilities within the Study area. The area contains a reasonable range of Clubs – run by both national operators as well as more locally run facilities. There are limited facilities within Preston City Centre.
- 8.24 Table 2 calculates the predicted demand for membership based upon data which is devised from experience in North America by consultants ‘On Line’. The experience from North America points to a continued increase in the proportion of the population seeking membership of health and fitness clubs. Indeed, this accords with national UK trends, including those supported by Government in terms of promoting healthy living and tackling obesity and poor health caused by lack of exercise and dietary habits. This is summarised in Table 8.2 below.

Table 8.2: Projected Level of Gym / Health and Fitness Club Membersip in Study Area

	2013	2017	2022	2027
Projected Level of Membership	31,954	37,754	45,208	52,884
Further Need for Membership Places	8,174	13,974	21,428	29,104

- 8.25 The analysis indicates a need for further member places within the analysis period – the precise number of club(s) that this would equate to would vary according to the type of facility provided – this is illustrated by the wide range in numbers of members of existing clubs within Preston that is set out in Table 1 of Appendix 9.

Conclusions

- 8.26 The Stakeholder Consultation and Household Telephone Survey revealed that Preston City Centre is not a popular, established leisure destination. The City Centre does not benefit from a Cinema, and has a limited range of bar and restaurants uses which would tempt people into the City Centre in the evening, or to encourage those working in the City Centre to stay. It was suggested by some Stakeholders that the City Centre’s evening economy suffers from there being no link between day and night time activities, such as evening/late night shop opening hours.
- 8.27 Preston City Centre benefits from a number of requirements for space from leisure and restaurant / bar operators, both from National and Regional operators. This shows a good level of confidence in the City Centre as a leisure destination, should the appropriate space be created or be made available to entice these operators.

- 8.28 It was identified by the surveys undertaken that nearly half of respondents never visit the cinema. The Odeon and Vue cinemas within the Study area are popular, although a reasonable proportion of residents also travel outside of the Study Area to go to the cinema. The principal cinemas in the Study Area are in out of centre locations, and therefore are unlikely to generate as many linked trips with shopping, eating out, or work as a cinema located within the City Centre would. The quantitative assessment identified that there is a need for up to 8 further cinema screens within the Study period, although it should be acknowledged that there may be market demand for more screens with the City Centre given that it does not benefit from a cinema use currently. The identified need for a cinema or interest from the market to provide a new facility should be directed towards Preston City Centre as first choice, not least as the Sub-Regional Centre.
- 8.29 The surveys also revealed that a large majority of residents do not have a health and fitness membership, and that Preston City Centre is not a popular health and fitness club destination. There was no single club which benefited from a large proportion of membership from the Study Area. This is not entirely surprising as generally people would generally choose to go to gyms / health and fitness clubs in locations which are convenient (near to home or work). However, with Preston City Centre being one of the principal centres of employment within the Study Area, there is a missed opportunity to not tap into the City Centre workers market through increasing gym / health and fitness centre facilities within the City Centre. The quantitative assessment undertaken identified that there was a need for further member places within the analysis period.
- 8.30 It is also evident from the analysis contained within Chapter 6 of the Study that there is likely to be an increase in the population of Preston through the development of housing allocations, which are identified to come forward within the next fifteen years. This increase in population, as a result of these housing allocations coming forward, is likely to be dominated by family housing and will thus in principle contribute to the increased demand for improved leisure facilities within Preston City Centre.

9 Preston City Centre Strategy

- 9.1 Following on from the quantitative and qualitative assessment of retail and leisure need, this section considers which sites are best placed to accommodate the new retail and leisure facilities required to meet the needs over the Core Strategy and Preston City Centre Area Action Plan study periods.
- 9.2 As identified in Chapter 5 and summarised in the Table below, there is comparison goods expenditure capacity within the Study Area to support the development of new retail floorspace throughout the Plan period. Two scenarios of comparison goods expenditure growth are presented below. As explained in Chapter 5, we consider that the available comparison goods expenditure to support new floorspace is somewhere between the two scenarios, with a modest amount of expenditure to support new floorspace in the first part of the Plan period (i.e. up until 2017 / 2018), which then increases in the later part of the Plan period (up to 2022 / 2027). The level of new floorspace to be planned for should not slavishly follow the capacity figures - rather, it should be informed by market sentiment and demand, using the floorspace figure derived from the application of the Ultra Long Growth trend as a maximum.
- 9.3 The identified capacity would allow for the development of more modern retail units within the City Centre, which would meet the requirements of retailers who we would expect to see in a city the size of Preston but which are not currently represented within the Centre.

Table 9.1: Primary Catchment Area – Comparison Goods Capacity (There is no Convenience Goods Capacity)

	Capacity	2013	2017	2022	2027
Comparison Goods	Available expenditure to support new Floorspace (£m) (Ultra-Long Growth)	£71.04	£227.13	£532.60	£1039.60
	Available expenditure to support new Floorspace (£m) (Forecast Growth)	-£17.76	-£10.65	£18.65	£78.52
	Equivalent amount of floorspace using PCC average (sq.m) (Ultra-Long Growth)	13,059	38,425	81,931	146,275
	Equivalent amount of floorspace using PCC average (sq.m) (Forecast)	-3,266	-1,801	2,869	11,032

- 9.4 There is no quantitative capacity to require the identification of specific site allocations to accommodate new convenience goods floorspace. There is, however, a clear qualitative need to improve the convenience goods provision within Preston City Centre through increasing the range of operators and improving the independent convenience goods offer.
- 9.5 In terms of the leisure provision there is a clear qualitative need to improve the offer of Preston City Centre. The City Centre does not benefit from a cinema, and any future need or market demand should be directed towards the City Centre in advance of any edge or out of centre sites. Preston City Centre also has a limited range of bar and restaurant uses which together drive footfall and provide a night time economy. There are, however, a number of reported requirements for space from leisure and restaurant / bar operators. There is an opportunity to secure these operators in Preston through the delivery of appropriate space in the City Centre. There is also an identified quantitative need for additional gym / health and fitness club facilities within the Study period.
- 9.6 In accordance with National and Local Planning Policy, new retail and leisure floorspace to meet the identified need should in the first instance be directed towards Preston City Centre, as the principal Centre within the Central Lancashire region. On this basis, it is necessary to identify within Preston City Centre where this new retail floorspace is to be delivered so as to best meet the needs of the PCA, maximise the qualitative improvements to the City Centre, and therefore have the greatest potential to reduce leakage from Preston City Centre to facilities in out of centre locations and outside of the Study Area.
- 9.7 The future Strategy for Preston City Centre also needs to be carefully considered in the context of the changing retail and leisure environment and emerging national trends. As outlined in Chapter 3 there is an increased proportion of retail expenditure being spent online, which combined with the economic downturn, has decreased the demand for existing and new retail floorspace within town and city centres. Retailers are therefore carefully considering their physical store requirements, and many are seeking to consolidate their existing portfolios to a number of larger flagship or showroom type stores within regional or sub-regional centres.
- 9.8 The leisure and dining out market, however, has held up relatively well throughout the economic recession, with an developing trend for the inclusion of complementary leisure uses, such as restaurants, bars, gyms, bowling alleys, within shopping centres, creating mixed shopping and leisure 'destinations'.
- 9.9 In the delivery of new space, Preston City Centre will therefore need to provide quality space which will appeal to retailers / operators as potential new 'showroom' type stores, with the ability to showcase the latest brand formats and technologies.

Site Allocations

- 9.10 A detailed masterplanning and viability exercise has already been undertaken by Deloitte and Benoy Architects, on behalf of Preston City Council, to inform an implementable vision and delivery plan covering the bus station, markets and the surrounding area. The masterplan recommends phased development of

three 'zones' within this area rather than a single 'big bang' approach as envisaged by earlier proposals in the context of the earlier findings of this Study.

9.11 We set out below a summary of the conclusions reached, including the potential future uses which could be accommodated on these sites to meet the identified need for additional convenience and comparison goods floorspace and leisure uses, as well the anticipated timescales for redevelopment. We also consider a number of other possible future development sites both within and on the edge of Preston City Centre.

Site / Zone 1 - Markets Area

9.12 The Markets Area comprises the existing Market Hall, a dilapidated 1970's building with associated multi-storey car park, as well as the Listed 1875 covered markets. It also includes Lancaster House, a Council owned and occupied office building which is due to be vacated. The Markets Area is within the freehold ownership of the Council; however, the Market Hall is subject to a number of leases.

9.13 This part of the City Centre is an important link between the current retail core and the wider TRA. Whilst it is predominantly in the ownership of the Council the presence of the Listed covered markets in the central area of the site and the Fish Market and former Jail on the southern boundary means any significant new development is somewhat constrained. A decision was made by Preston City Council in December 2012 to demolish the indoor markets, the Multi-Storey Car Park and Lancaster House.

9.14 The uses which were considered and deemed appropriate on the Market site are:

- A cinema;
- New retail floorspace (for the sale of comparison and convenience goods);
- New restaurants / cafes / bars;
- A replacement multi-storey car park;
- An element of temporary and permanent accommodation for market traders.

9.15 The site therefore has the potential to create a new retail / leisure cluster which revitalises this part of the City Centre and delivers a new cinema to Preston. This area benefits from close proximity to Fishergate and the St Georges shopping centre and therefore is an obvious extension of the Primary Retail Area. The inclusion of a cinema, for which there is existing demand as evidenced within Chapter 8, alongside restaurant and bar uses will encourage greater 'dwell time' during the day and activity in the evenings helping to sustain footfall and extend spend throughout the day.

9.16 The redevelopment of this site to create new retail floorspace would clearly meet a proportion of the comparison goods expenditure capacity that has been identified.

9.17 The redevelopment of the site in this manner would create a new 'destination' within the City Centre, combining retail and leisure uses, which would encourage people to stay in the City Centre outside of the traditional shop trading hours and help generate an evening economy, which as evidenced within the Study through the surveys and stakeholder consultation is currently lacking.

9.18 The historic market structures could be utilised in a number of ways to create a unique retail or restaurant environment, whilst respecting their heritage. The heritage of Preston City Centre was one of the strengths identified in the Stakeholder consultation. The options which have been considered have included relocating

a proportion of the covered market traders to the Fish Market, and incorporating retail or restaurant “pods” underneath the refurbished canopy. As identified within the Stakeholder engagement, it is this type of development which would help give Preston a point of difference’ when compared with competitor centres.

9.19 The Markets Area is integral to the extension of the City Centre to the east. Without the redevelopment of the area, developments on Zones Two and Three (discussed below) will be severed from the existing Primary Retail Area. This could result in schemes failing to reach their full potential and watering down the potentially positive impact on the rest of the City Centre. The redevelopment of this area should therefore form the first phase of any City Centre redevelopment in the TRA.

Site / Zone 2 - St Johns Shopping Centre

9.20 The existing St John’s Shopping Centre is a tired centre in a secondary retail area occupied by predominantly value operators and independents and is outside of the Council’s ownership.

9.21 The Centre is currently severed from the main retail core by the Markets area and therefore lacks visibility, resulting in a lack of passing trade. Whilst the site in isolation is developable, without either the linkages provided by the redevelopment of the Markets area or the critical mass of development available by a redevelopment of the Bus Station site (see below) it would be very difficult to achieve a viable quality scheme on the St Johns Shopping Centre site alone.

9.22 The Masterplan considered a range of options for this site, looking at the site both in isolation as well as combined with the immediately adjoining public open space and properties (several of which are Listed) that are primarily within the ownership of the Council. It was concluded that the larger site would allow for better linkages with the area to the south of the TRA, and that the redevelopment of the St Johns Centre in conjunction with either the Market area or the Bus Station as predominantly a retail-led scheme would be the most viable option.

9.23 It was concluded that the site should to be redeveloped in a manner which achieves a comprehensive solution for the St Johns Centre, the Markets area and the Bus Station.

Site / Zone 3 - Bus Station

9.24 The Bus Station site is a large and prominent site with a frontage on to Ringway. It is currently in operation as a bus station with a 1,169 space multi-storey car park (MSCP); the building is broadly in the middle of the site.

9.25 The site is owned freehold by the Council, however in order for the site to be brought forward for redevelopment, an alternative bus station solution would need to be provided. It is understood that the Council are in discussions with Lancashire County Council, the Highways Authority, to facilitate this, with the provision of a new facility on part of the existing site likely to be the preferred option.

9.26 A decision was made by Preston City Council in December 2012 ‘in principle’ to demolish the Bus Station and associated multi-storey car park. The re-provision of the bus station would mean that any commercial development on this site is unlikely to come forward in the short term (5 years), however it is proposed that

the development area of the site is laid out for temporary surface car parking with lighting and landscaping to establish the east / west linkages desired in the long-term.

- 9.27 Historically, there have been several unsuccessful attempts by local interest groups to have the Bus Station and MSCP Listed. A new Listing application has been made by the 20th Century Society. A decision is expected to be made by English Heritage in July 2013.
- 9.28 The uses which were considered appropriate on the site, in addition to a re-provided bus station are:
- Cinema;
 - Retail (comparison & convenience);
 - Catering (A3);
 - Multi-storey car park (replaced or retained)
- 9.29 The Bus Station site is of sufficient size that it can accommodate a multitude of uses which could include larger space retail and leisure users, alongside a re-provided bus station, should this be the option pursued by the Council. The site is likely to be attractive for a cinema operator as there is ample space to create a large, multi-screen facility on a single level – a preference for all of the major operators. However, clearly if a cinema is brought forward on the Markets site there is unlikely to be capacity for a second facility on this site, as identified within the leisure capacity assessment.
- 9.30 In terms of a potential foodstore, it is considered that a smaller store of less than approximately 20,000 sq. ft. as part of a wider mixed use scheme would be appropriate.. This would be in line with the results of the Stakeholder engagement, in which it was noted that Preston's food retail offer was considered to be poor, and potentially harmful to vitality and viability, and that there would could be scope for a high-end, niche food retailer market in the City Centre. Whilst there is no convenience goods expenditure capacity to require the development of new floorspace, there is a clear qualitative need to improve the range of food store operators and the independent convenience goods offer.
- 9.31 Ideally any development here would accommodate a major anchor / department store. At present the only demand for this is likely to come from existing occupiers in the City – whose relocation may not be in the best interests of the City as a whole. As a viable alternative a second option would be to anchor any development with a cluster of large fashion stores and possibly a high quality food operator. As set out above, any new retail space would need to be of a sufficient quality and design to appeal to the higher order retailers.

Site 4 - Queen Street

- 9.32 The Queen Street site, also known as 'Horrocks Quarter' comprises a large part of the Queens Retail Park and adjoining land at Queen Street, Stanley Street and London Road. The site is within the defined City Centre, albeit essentially an edge of centre location in retail policy terms, and is a prominent gateway location into Preston City Centre, particularly those travelling into the City by car from the M6.
- 9.33 The site is currently occupied by a number of retail units forming the Queen Street Retail Park, including an existing Homebase unit, and covers an area of approximately 5.5 hectares, which is largely flat.

- 9.34 The surrounding uses comprise various high street uses and low grade warehousing on Church Street, as well as a series of historic multi-levelled buildings. Stanley Street is located to the west and is a major distributor road within the City. Queen Street bounds the site to the south, beyond which there are residential properties.
- 9.35 The site is designated under Policy SS18 of the Adopted Preston Local Plan, which remains in place until a Site Allocations DPD is adopted, for mixed use development to include retail and leisure / hotel uses.
- 9.36 Queen Street has a detailed planning history, which includes a number of planning permissions (subject to a legal agreement) since 2006 for the comprehensive redevelopment of the site for a mix of uses. These have included a foodstore, residential uses, non-food retail and commercial units and a hotel. Most recently an application by the Brookhouse Group to redevelop the site to enable the creation of a large foodstore, petrol filling station, alongside other retail floorspace (06/2012/0279) was approved, subject to a Section 106 agreement in July 2012.
- 9.37 In light of this recent approval on the site, and the Development Plan allocation, there is clearly an opportunity to develop the site for a large foodstore. However, given the site's essentially edge of centre location the quantum of non-food retail floorspace which is to be developed on the site, either within the foodstore or within an ancillary retail unit(s) should be carefully considered and controlled so as not to conflict with the regeneration of more central sites. Additional 'Bulky' comparison goods floorspace would be more appropriate on the site than unrestricted comparison goods floorspace. The creation of linkages between the Queen Street site and the Primary Shopping Area will also be important to help encourage linked trips, and to discourage the site from operating as a retail destination separate to the rest of the City Centre.
- 9.38 Given the size of the site, its redevelopment could be phased, ensuring that the part of the site within closest proximity to the Primary Shopping Area is bought forward first. There is also an opportunity for any redevelopment of the site to have a role in improving a key gateway view into the City Centre from the East (i.e. from the M6) through high quality design.

Site 5 - Rear of Fishergate Centre

- 9.39 The site is situated to the south of the Fishergate Shopping Centre. The site is largely in use for car parking although there are a small number of buildings and adjacent land to the very south of the site (currently being used by Network Rail).
- 9.40 The site lies immediately outside of the defined Primary Shopping Area of the City Centre in an edge of centre location. It is currently designated as an existing car park within the Development Plan. It is approximately 4 hectares in size and slopes down from north to south. The majority of the site is owned by London and Associated Properties, the owners of the Fishergate Centre.
- 9.41 The site has previously benefitted from planning consent for a four storey extension to the Fishergate Centre including approximately 14,000 sq. m additional Use Class A1 floorspace (reference 06/2003/1399), which has subsequently expired, although it is understood that it has been claimed in the past that this permission has been implemented so as to remain valid.

- 9.42 Given the site's location close to Preston Train Station a high density, mixed use development would be most appropriate on the site. In line with the previous consent on the site, additional non-food retail could form part of a mixed use scheme, however the quantum of new retail floorspace would have to be carefully considered so as not to divert future occupiers from more central sites in the context of constrained demand in the retail market.
- 9.43 On this basis, it is considered that office and / or residential uses should be the dominant uses within any mixed use redevelopment of the site. The development of the mix of these uses, along with some ancillary retail uses, will create a mixed use quarter which will have its own identity through utilising the change in levels across the site.
- 9.44 As part of any redevelopment of the site the value of the existing car park will need to be carefully considered, particularly in terms of the viability of the Fishergate Shopping Centre should it not be provided with the same level of car parking provision as at present.

Site 6 - Avenham Car Park

- 9.45 The Avenham Car Park site is located to the south of Fishergate, west of Bolton's Court, north of Sykes Street and east of Main Sprit Weind. It is approximately 1.5 hectares in size and is currently in use as a surface level car park, with adjacent office and multi-store car park uses. It is an edge of centre location, and slopes down across the site from north to south.
- 9.46 The site is within multiple ownerships and benefits from two past planning consents, the first for a five storey building with retail uses on the ground floor with residential uses above (reference 06/2006/1072) and the second for a six to nine storey building with a mix of retail (Class A1 and A2), restaurant and café uses and residential apartments.
- 9.47 Given the historic nature of some the adjacent buildings the car park site is within a 'fringe' location, physically separated from the Primary Shopping Area of the City Centre, with no active frontage onto an existing shopping street. It is considered that the site is therefore suited to complementary City Centre uses such a mixed use office and residential scheme, in line the previous planning consents on the site.
- 9.48 It is noted that to the south of the site there is an existing multi storey car park on Skye Street which could potentially be included to create a larger redevelopment site as part of a longer term strategy for the site.

Primary Shopping Area

- 9.49 The Markets Area and the St Johns Centre are both within the defined Principle Retail Core of Preston City Centre, and it is clear from the above recommendations that they should remain as so.
- 9.50 The Bus Station site is not currently within the defined Principle Retail Core. As set out above, the future development of the former Tithebarn area which includes the Bus Station site should be focus for the City Centre in terms of meeting the identified need for additional non-food retail floorspace and leisure facilities, including a cinema use. It is therefore considered that the defined Primary Retail Core (PSA) should be extended to include the Bus Station site.
- 9.51 It is considered that it would not be appropriate for the PSA to be extended to include the Queen Street site. Whilst the site is deemed an appropriate location for restricted non-food retailing (i.e. 'bulky' goods), in addition to the approved foodstore on the site, the development of unrestricted non-food floorspace and leisure uses should not be encouraged so as to avoid the diversion of future occupiers from sites within the retail core. For the same reason it is not considered appropriate for the PSA to be extended to include the site at the rear of the Fishergate Centre.
- 9.52 Similarly, it is not considered appropriate for the PSA to be extended to include the Avenham Car Park site, as the site is suited to complementary City Centre uses as set out above.

Phasing and Delivery

- 9.53 As set out above, the priorities for Preston City Centre should be to encourage the development of additional non-food retail floorspace within the Primary Shopping Area, which should be extended to include the Bus

Station site, along with new leisure uses to widen the offer of the City Centre. The phasing of the development of new space within Preston City Centre will be important. Not only will this be likely to be more appealing to the development market, it will also encourage the more viable uses to come forward first such as cinema and complementary food and beverage uses. This will help reduce flooding Preston City Centre within new accommodation potentially resulting in empty space in either the existing or new shopping areas, or cannibalisation of the existing Centre. The phasing of the development of new comparison goods floorspace will also coincide with the increasing need throughout the Study period.

Summary of Recommendations for Preston City Centre

9.54 In summary, our conclusions and recommendations for Preston City Centre are:

1. There is comparison goods expenditure capacity within the Study Area to support the development of new retail floorspace, which increases substantially throughout the Study period.
2. New retail and leisure floorspace to meet the identified need should in the first instance be directed towards Preston City Centre, as the principal Centre within the Central Lancashire region.
3. There is no quantitative capacity to require the identification of specific site allocations to accommodate new convenience goods floorspace, however there is a qualitative need to improve the convenience goods provision within Preston City Centre.
4. There is a quantitative and qualitative need to improve the leisure offer of Preston City Centre.
5. The conclusions and recommendations in relation to the future development sites both within and on the edge of Preston City Centre are:
 - *Site 1, Markets Area* – The site has the potential to create a new retail / leisure cluster which revitalises this part of the City Centre through the delivery of a cinema, new retail floorspace (for the sale of comparison and convenience goods), new restaurants / cafes / bars, a replacement multi-storey car park and the re-provision of temporary and permanent accommodation for market traders. The redevelopment of this area should form the first phase of any City Centre redevelopment.
 - *Site 2, St. Johns Centre* – The site should to be redeveloped in a manner which achieves a comprehensive solution for the St Johns Centre, the Markets area and the Bus Station.
 - *Site 3, The Bus Station* - The site is of sufficient size to accommodate a multitude of uses in addition to a re-provided bus station which could include larger space retail and leisure users, including a cinema (subject to one not being delivered in Zone 1), Retail (comparison & convenience) ideally including a major anchor / department store, new restaurants / cafes / bars and a multi-storey car park. The PSA of Preston City Centre should be extended to include this site.
 - *Site 4, Queen Street* – There is an opportunity to develop the site for a foodstore, given the existing planning consent, and carefully restricted non-food retail floorspace. Developing the linkages between the site and the City Centre will be important.
 - *Site 5, Rear of Fishergate* – Before bringing this site forward the value of the existing car park would need to be carefully considered. Should the redevelopment of the site be considered to be viable in this context, a high density, mixed use development would be most appropriate on the site, with office and / or residential uses being the dominant uses. The quantum of any new retail floorspace should be carefully considered so as not to divert future occupiers from more central sites.
 - *Site 6, Avenham Car Park* – The site is suited to complementary City Centre uses such a mixed use office and residential scheme. The site could also be included in a larger redevelopment site with the existing multi storey car park on Skye Street as part of a longer term strategy for the site.

10 Conclusions and Recommendations

- 10.1 Deloitte LLP was instructed by Preston City Council in October 2012 to prepare a Retail and Leisure Study for Preston City Centre to inform the preparation of the Preston City Centre Area Action Plan (AAP), as part of the Central Lancashire Core Strategy.
- 10.2 The Study includes capacity assessments for comparison goods (non-food goods) and convenience goods (food goods), as well as an assessment of future leisure need within Preston City Centre. These capacity assessments and this accompanying report build upon the previous retail and leisure capacity work undertaken by both DJ Deloitte including the 2005 Study and 2009 Study Update, and the Central Lancashire Retail and Leisure Study undertaken by GVA in 2010.
- 10.3 The capacity assessments are supported by Household Telephone Surveys undertaken by RMG Clarity during November 2012 and also by 'in-centre' surveys undertaken by RMG Clarity during November 2012, along with Stakeholder Consultation undertaken during November and December 2012.

Health of Preston City Centre

- 10.4 Preston City Centre appears to be well maintained and has seen a number of improvements made to the public realm and the main shopping centres, both of which are modern and well occupied and have attracted a number of high street retailers which have not previously been represented in Preston. Preston has experienced a change in its retail ranking in recent years. In 2009 it stood at 44th and it is now placed at 29th, this reflects Preston becoming a more competitive centre within the region. A further indication of this is the constant retail and leisure requirements. Whilst these indicators are all, in principal, encouraging, the fact remains that the City Centre has not seen any substantial new retail or leisure floorspace constructed in over a decade. This absence of major investment to create modern floorspace and facilities should be considered to be a major point of concern.

Retail and Leisure Trends

- 10.5 The context of the retail and leisure environment and emerging national trends is changing. There is an increased proportion of retail expenditure being spent online, which combined with the economic downturn, has decreased the demand for existing and new retail floorspace within town and city centres. Retailers are therefore carefully considering their physical store requirements.
- 10.6 The leisure and dining out market has held up relatively well throughout the economic recession, with an developing trend for the inclusion of complementary leisure uses, such as restaurants, bars, gyms, bowling alleys, within shopping centres, creating mixed shopping and leisure 'destinations'.

Comparison Goods

10.7 Notwithstanding the economic downturn, there is comparison goods expenditure capacity within the Study Area to support the development of relatively substantial new retail floorspace. This capacity increases throughout the Study period. This capacity would allow for the development of more modern retail units within the City Centre, which would meet the requirements of retailers which would be expected to be present in a city the size of Preston but which are not currently represented within the Centre.

Table 10.1: Primary Catchment Area – Comparison Goods Capacity – Ultra-Long Trend Growth: Suggested Maximum Floorspaces

	Capacity	2013	2017	2022	2027
Comparison Goods	Available expenditure to support new Floorspace (£m)	£71.04	£227.13	£532.60	£1039.60
	Equivalent amount of floorspace using PCC average (sq.m)	13,059	38,425	81,931	146,275

Convenience Goods

10.8 There is no quantitative capacity to require the identification of specific site allocations to accommodate new convenience goods floorspace. There is, however, a clear qualitative need to improve the convenience goods provision within Preston City Centre through increasing the range of operators and improving the independent convenience goods offer.

Leisure Uses

10.9 There is a qualitative need to improve the offer of Preston City Centre. The City Centre does not benefit from a cinema, and has a limited range of bar and restaurant uses which together drive footfall and provide a night time economy. There are, however, a number of reported requirements for space from leisure and restaurant / bar operators. There is an opportunity to secure these operators in Preston through the delivery of appropriate space in the City Centre. There is also an identified quantitative need for additional cinema screens and gym / health and fitness club facilities within the Study period.

Summary and Recommendations

10.10 In summary, our conclusions and recommendations for Preston City Centre are:

1. There is comparison goods expenditure capacity within the Study Area to support the development of new retail floorspace, which increases substantially throughout the Study period.
2. New retail and leisure floorspace to meet the identified need should in the first instance be directed towards Preston City Centre, as the principal Centre within the Central Lancashire region.
3. There is no quantitative capacity to require the identification of specific site allocations to accommodate new convenience goods floorspace, however there is a qualitative need to improve the convenience goods provision within Preston City Centre.
4. There is a quantitative and qualitative need to improve the leisure offer of Preston City Centre.

5. The conclusions and recommendations in relation to the future development sites both within and on the edge of Preston City Centre are:
- *Site 1, Markets Area* – The site has the potential to create a new retail / leisure cluster which revitalises this part of the City Centre through the delivery of a cinema, new retail floorspace (for the sale of comparison and convenience goods), new restaurants / cafes / bars, a replacement multi-storey car park and the re-provision of temporary and permanent accommodation for market traders. The redevelopment of this area should form the first phase of any City Centre redevelopment.
 - *Site 2, St. Johns Centre* – The site should to be redeveloped in a manner which achieves a comprehensive solution for the St Johns Centre, the Markets area and the Bus Station.
 - *Site 3, The Bus Station* - The site is of sufficient size to accommodate a multitude of uses in addition to a re-provided bus station which could include larger space retail and leisure users, including a cinema (subject to one not being delivered in Zone 1), Retail (comparison & convenience) ideally including a major anchor / department store, new restaurants / cafes / bars and a multi-storey car park. The PSA of Preston City Centre should be extended to include this site.
 - *Site 4, Queen Street* – There is an opportunity to develop the site for a foodstore, given the existing planning consent, and carefully restricted non-food retail floorspace. Developing the linkages between the site and the City Centre will be important.
 - *Site 5, Rear of Fishergate* – Before bringing this site forward the value of the existing car park would need to be carefully considered. Should the redevelopment of the site be considered to be viable in this context, a high density, mixed use development would be most appropriate on the site, with office and / or residential uses being the dominant uses. The quantum of any new retail floorspace should be carefully considered so as not to divert future occupiers from more central sites.
 - *Site 6, Avenham Car Park* –The site is suited to complementary City Centre uses such a mixed use office and residential scheme. The site could also be included in a larger redevelopment site with the existing multi storey car park on Skye Street as part of a longer term strategy for the site.

Appendix 1 – Study Area Plan

Appendix 2- Convenience Goods Capacity Assessment

Appendix 3 – Comparison Goods Capacity Assessment

Appendix 4 - Household Telephone Survey Questionnaire and Results

Appendix 5 - On-Street Survey Questionnaire and Results

Appendix 6 - Housing Allocations Analysis

Appendix 7 - Stakeholder Consultation

Appendix 8 - Qualitative and Quantitative Assessment Methodology

Appendix 9 - Leisure Assessment

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Preston Retail and Leisure Study - Zones 1-14





Appendix 2a - Convenience Goods Capacity Assessment - Long Trends

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Preston City Council 2013 Retail Study Update

Client:

Preston City Council

Date:

March 2013

Preston Retail and Leisure Study 2012
Comparison Goods Capacity Assessment

Index of Convenience Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Convenience Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Convenience Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Convenience Goods Expenditure
Table 4	Total Available Expenditure in 2012 Base Year disaggregated by Main and Top up Food Shopping
Table 5	Main Food Shopping Flows of Expenditure in 2012
Table 6	Top up Food Shopping Flows of Expenditure 2012
Table 7	Total Convenience Goods Flows of Expenditure in 2012
Table 8	Convenience Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 9	Benchmark Convenience Goods Turnover of Facilities Within the Primary Study Area
Table 10	Benchmark Convenience Goods Turnover of Commitments Within the Primary Study Area
Table 11	Survey Derived Turnover grown across the Study Period
Table 12	Primary Catchment Area Convenience Goods Expenditure Capacity

Preston Retail and Leisure Study 2013

Table 1: Study Area Population Projections

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	65,209	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	76,210	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,406	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,698	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	256,523	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	143,921	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	31,141	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	224,608	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,387	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,754	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	92,880	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,470	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	95,090	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,555	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,279	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,039,085	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,295,608	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from MicroMarketer report dated November 2012.
2. Population projections taken from MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by interim ONS Interim figures which include the 2011 Census results.
4. Population projections not directly used from ONS following discussions with Preston City Council and the two sets of data being similar.

Preston Retail and Leisure Study 2013
Table 3: Total Available Expenditure (£m)

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£118.33	£119.14	£119.71	£120.31	£120.96	£121.52	£121.99	£122.53	£123.00	£123.50	£124.09	£124.80	£125.51	£126.16	£126.85	£127.61
2	£133.79	£134.52	£135.29	£136.00	£136.78	£137.53	£138.28	£138.97	£139.77	£140.52	£141.42	£142.37	£143.42	£144.50	£145.59	£146.68
3	£95.50	£96.30	£97.00	£97.66	£98.52	£99.24	£99.92	£100.77	£101.61	£102.42	£103.22	£104.04	£104.87	£105.63	£106.33	£107.09
4	£126.41	£127.13	£127.96	£128.88	£129.65	£130.45	£131.38	£132.23	£133.21	£134.13	£135.20	£136.18	£137.17	£138.23	£139.19	£140.07
Total PCA	£474.03	£477.08	£479.97	£482.85	£485.91	£488.73	£491.57	£494.51	£497.59	£500.57	£503.94	£507.38	£510.96	£514.51	£517.95	£521.45
5	£270.64	£272.44	£275.50	£277.32	£279.17	£279.59	£281.39	£283.29	£285.22	£287.21	£289.61	£292.26	£294.97	£297.73	£300.45	£303.25
6	£64.04	£64.42	£64.76	£65.00	£65.38	£65.73	£65.95	£66.51	£66.95	£67.37	£67.81	£68.18	£68.70	£69.14	£69.54	£69.98
7	£425.91	£427.71	£429.54	£431.44	£433.37	£435.38	£437.53	£439.60	£442.07	£444.65	£447.54	£450.61	£453.48	£456.50	£459.54	£462.47
8	£147.16	£147.75	£148.46	£149.09	£149.86	£150.56	£151.36	£152.25	£153.20	£154.17	£155.28	£156.49	£157.61	£158.75	£159.90	£160.93
9	£90.89	£91.52	£92.17	£92.68	£93.25	£93.78	£94.35	£95.00	£95.65	£96.35	£97.07	£97.78	£99.79	£99.18	£99.88	£100.52
10	£184.53	£184.00	£183.86	£183.45	£182.88	£182.46	£182.34	£182.20	£182.32	£182.37	£182.45	£182.63	£182.79	£183.14	£183.29	£183.52
11	£203.13	£204.22	£205.06	£205.90	£206.84	£207.74	£208.63	£209.53	£210.61	£211.59	£212.73	£213.98	£215.18	£216.39	£217.47	£218.53
12	£184.99	£186.23	£187.56	£188.87	£190.23	£191.61	£192.98	£194.43	£195.87	£197.35	£198.94	£200.55	£202.05	£203.46	£204.96	£206.37
13	£254.29	£255.27	£256.35	£257.36	£258.45	£259.51	£260.58	£261.76	£263.00	£264.25	£265.57	£266.95	£268.30	£269.64	£270.90	£272.15
14	£137.23	£137.52	£137.88	£138.18	£138.54	£138.92	£139.32	£139.77	£140.27	£140.80	£141.35	£141.95	£142.56	£143.12	£143.69	£144.23
Total across Secondary Catchment Area	£1,962.82	£1,971.07	£1,981.13	£1,989.28	£1,997.97	£2,005.28	£2,014.44	£2,024.34	£2,035.16	£2,046.10	£2,058.35	£2,071.39	£2,085.43	£2,097.04	£2,109.62	£2,121.93
Overall Total	£2,436.85	£2,448.16	£2,461.10	£2,472.12	£2,483.88	£2,494.02	£2,506.01	£2,518.85	£2,532.75	£2,546.67	£2,562.28	£2,578.77	£2,596.39	£2,611.56	£2,627.57	£2,643.38

Notes

1. Total available convenience goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4: Total Available Convenience Goods Expenditure in 2012 Base Year disaggregated by Main and Top Up Expenditure (£m)

Zone	Proportion of Expenditure Spent in Main Food Shopping Destination (%)	Expenditure Spent in Main Food Shopping Destination (£m)	Proportion of Expenditure Spent in Top Up Shopping Destination (%)	Expenditure Spent in Top Up Shopping Destination (£m)	Total Convenience Goods Expenditure 2012 (£m)
1	75.72%	£89.60	24.28%	£28.73	£118.33
2	70.94%	£94.92	29.06%	£38.88	£133.79
3	69.02%	£65.91	30.98%	£29.59	£95.50
4	68.14%	£86.13	31.86%	£40.27	£126.41
5	73.22%	£198.15	26.78%	£72.49	£270.64
6	72.20%	£46.24	27.80%	£17.80	£64.04
7	69.09%	£294.27	30.91%	£131.63	£425.91
8	70.06%	£103.09	29.94%	£44.07	£147.16
9	64.56%	£58.68	35.44%	£32.22	£90.89
10	69.02%	£127.37	30.98%	£57.16	£184.53
11	71.79%	£145.84	28.21%	£57.30	£203.13
12	68.28%	£126.31	31.72%	£58.67	£184.99
13	64.87%	£164.96	35.13%	£89.33	£254.29
14	72.45%	£99.43	27.55%	£37.81	£137.23

Notes

1. 2011 Prices.
2. 2012 Total Available Convenience Expenditure excluding NSRT disaggregated by Main and Top Up Destination based on the Household Survey Results (Question 5) undertaken by RMG Clarity in November 2012.
3. Total Convenience Goods Expenditure in 2012 taken from Table 3.

Table 10: Estimated Turnover of Committed Convenience Goods Floorspace in 2012 grown across Test Years (£m)

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Net Convenience Sales Area (sq.m)	Convenience Goods Turnover in 2013 (£m)	Convenience Goods Turnover in 2017 (£m)	Convenience Goods Turnover in 2022 (£m)	Convenience Goods Turnover in 2027 (£m)	
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	2,109	£30.06	£30.18	£30.42	£30.73	
06/2011/0681	Blackpool Road, Ribbleton	James Hall & Co	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleton Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	2,670	£36.98	£37.12	£37.42	£37.80	
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02/04/2012	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	3,285	£34.18	£34.32	£34.60	£34.94	
							942	942	0	£0.00	£0.00	£0.00	£0.00	
Total Commitments by year of Delivery								10,214	2,150	8,064	£101.22	£101.63	£102.44	£103.47

Notes:

- Floorspace figures taken from a list of commitments provided by Preston City Council.
- Net: Gross split of foodstores taken from Company Averages from Verdict 2011
- Base Turnover for named Retailers taken from Verdict 2011.
- Turnover projected forwards using Sales Density growth rates taken from Experian Retail Briefing Note 10.1, Table 4a.
- 2010 Prices.
- Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 11 - Survey Derived Convenience Goods Turnover of PCA Centres / Facilities projected forward to Study Years (£m)

Centre / Facility	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Zone 1																
Aldi, Corporation Street	£8.71	£8.64	£8.65	£8.66	£8.67	£8.68	£8.69	£8.70	£8.71	£8.73	£8.75	£8.77	£8.78	£8.80	£8.82	£8.84
M&S, Fishergate, Preston	£8.68	£8.62	£8.63	£8.64	£8.65	£8.66	£8.67	£8.67	£8.69	£8.71	£8.73	£8.74	£8.76	£8.78	£8.80	£8.81
Iceland, Lowthian House, Market Street	£13.00	£12.91	£12.92	£12.94	£12.95	£12.96	£12.97	£12.99	£13.01	£13.04	£13.07	£13.09	£13.12	£13.14	£13.17	£13.20
Lidl, West Strand	£2.55	£2.54	£2.54	£2.54	£2.54	£2.55	£2.55	£2.55	£2.56	£2.56	£2.57	£2.57	£2.58	£2.58	£2.59	£2.59
Tesco Express, Blackpool Road	£17.02	£16.90	£16.92	£16.94	£16.96	£16.97	£16.99	£17.01	£17.04	£17.07	£17.11	£17.14	£17.18	£17.21	£17.25	£17.28
Morrison's Mariners Way	£98.19	£97.50	£97.60	£97.70	£97.80	£97.90	£97.99	£98.09	£98.29	£98.48	£98.68	£98.88	£99.08	£99.27	£99.47	£99.67
Zone 2																
ASDA, Pittman Way, Fulwood	£78.02	£77.47	£77.55	£77.63	£77.71	£77.78	£77.86	£77.94	£78.09	£78.25	£78.41	£78.56	£78.72	£78.88	£79.04	£79.19
Sainsbury's, Flintoff Way, Deepdale	£39.38	£39.11	£39.15	£39.19	£39.22	£39.26	£39.30	£39.34	£39.42	£39.50	£39.58	£39.66	£39.74	£39.82	£39.90	£39.98
Aldi, Blackpool Road	£10.56	£10.49	£10.50	£10.51	£10.52	£10.53	£10.54	£10.55	£10.57	£10.59	£10.61	£10.63	£10.66	£10.68	£10.70	£10.72
Iceland, North Road	£3.41	£3.39	£3.39	£3.40	£3.40	£3.40	£3.41	£3.41	£3.42	£3.42	£3.43	£3.44	£3.45	£3.45	£3.46	£3.47
EH Booth, Sharoe Green	£15.56	£15.45	£15.46	£15.48	£15.49	£15.51	£15.53	£15.54	£15.57	£15.60	£15.63	£15.67	£15.70	£15.73	£15.76	£15.79
Zone 3																
Co-op, Pope Lane	£3.83	£3.81	£3.81	£3.81	£3.82	£3.82	£3.82	£3.83	£3.84	£3.84	£3.85	£3.86	£3.87	£3.87	£3.88	£3.89
Sainsbury's Birch Avenue	£5.48	£5.44	£5.45	£5.45	£5.46	£5.46	£5.47	£5.47	£5.48	£5.49	£5.51	£5.52	£5.53	£5.54	£5.55	£5.56
Morrisons, Station Road	£9.03	£8.97	£8.98	£8.99	£9.00	£8.99	£9.01	£9.02	£9.04	£9.06	£9.08	£9.09	£9.11	£9.13	£9.15	£9.17
Sainsbury's, Cuerdon Way	£31.16	£30.94	£30.97	£31.00	£31.03	£31.07	£31.10	£31.13	£31.19	£31.25	£31.31	£31.38	£31.44	£31.50	£31.57	£31.63
Aldi, Cuerdon Way	£15.07	£14.97	£14.98	£15.00	£15.01	£15.03	£15.04	£15.06	£15.09	£15.12	£15.15	£15.18	£15.21	£15.24	£15.27	£15.30
Zone 4																
Tesco Extra, Towngate	£49.87	£49.52	£49.57	£49.62	£49.67	£49.72	£49.77	£49.82	£49.92	£50.02	£50.12	£50.22	£50.32	£50.42	£50.52	£50.62
Morrison's, Olympian Way	£27.90	£27.70	£27.73	£27.76	£27.79	£27.81	£27.84	£27.87	£27.93	£27.98	£28.04	£28.09	£28.15	£28.21	£28.26	£28.32
ASDA Local, Towngate	£7.44	£7.39	£7.40	£7.41	£7.41	£7.42	£7.43	£7.44	£7.45	£7.47	£7.48	£7.50	£7.51	£7.53	£7.54	£7.56
Lidl, Churchill Way	£2.28	£2.27	£2.27	£2.27	£2.28	£2.28	£2.28	£2.28	£2.29	£2.29	£2.30	£2.30	£2.31	£2.31	£2.31	£2.32
EH Booth, Millbrook Way	£10.88	£10.80	£10.81	£10.82	£10.83	£10.84	£10.85	£10.86	£10.89	£10.91	£10.93	£10.95	£10.97	£11.00	£11.02	£11.04
Waitrose, Capitol Shopping Centre - Walton le Dale	£16.46	£16.35	£16.36	£16.38	£16.40	£16.41	£16.43	£16.44	£16.48	£16.51	£16.54	£16.58	£16.61	£16.64	£16.68	£16.71
Total Across PCA	£474.50	£471.18	£471.65	£472.12	£472.59	£473.06	£473.54	£474.01	£474.96	£475.91	£476.86	£477.81	£478.77	£479.73	£480.69	£481.65
Other Stores outside of PCA																
Tesco Extra, Buckshaw Village	£42.38	£42.08	£42.12	£42.17	£42.21	£42.25	£42.29	£42.33	£42.42	£42.50	£42.59	£42.67	£42.76	£42.85	£42.93	£43.02
ASDA, Sheep Hill Lane, Clayton-le-Woods	£51.80	£51.43	£51.49	£51.54	£51.59	£51.64	£51.69	£51.74	£51.85	£51.95	£52.05	£52.16	£52.26	£52.37	£52.47	£52.58
ASDA, Hyndburn Road, Accrington	£52.16	£51.79	£51.84	£51.90	£51.95	£52.00	£52.05	£52.10	£52.21	£52.31	£52.42	£52.52	£52.63	£52.73	£52.84	£52.94
ASDA, Cherry Tree Road, Blackpool	£88.60	£87.98	£88.07	£88.16	£88.25	£88.34	£88.42	£88.51	£88.69	£88.87	£89.04	£89.22	£89.40	£89.58	£89.76	£89.94
ASDA, Lower Audley Retail Park, Blackburn	£55.06	£54.68	£54.73	£54.79	£54.84	£54.90	£54.95	£55.01	£55.12	£55.23	£55.34	£55.45	£55.56	£55.67	£55.78	£55.89
Morrisons, Lord Street, Southport	£42.95	£42.65	£42.69	£42.73	£42.77	£42.82	£42.86	£42.90	£42.99	£43.07	£43.16	£43.25	£43.33	£43.42	£43.51	£43.59
Sainsbury's, Moor Lane, Clitheroe	£23.64	£23.47	£23.50	£23.52	£23.54	£23.57	£23.59	£23.62	£23.66	£23.71	£23.76	£23.81	£23.85	£23.90	£23.95	£24.00

Notes

1. 2012 Survey Derived Turnover from Table 7.
2. Projected Forward utilising Experian Retail Briefing Note 10.1 - Figure 4a - Convenience Goods including changes to floorspace (September 2012).
3. 2011 prices.

Preston Retail and Leisure Study 2013

Table 12: Calculation of Potential Convenience Goods Capacity across the Test Years for the Primary Catchment Area Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£477.08	£488.73	£503.94	£521.45
Market Share (%)	89.06%	89.06%	89.06%	89.06%
Total Available Expenditure Retained (£m)	£424.88	£435.26	£448.80	£464.40
Inflow From Other Zones (5-14) (£m)	£132.75	£133.28	£134.35	£135.70
Total Expenditure to Support Floorspace (£)	£557.63	£568.53	£583.14	£600.09
Benchmark Turnover of Existing Facilities (£m)	£529.79	£531.91	£536.18	£541.56
Turnover of Commitments (£m)	£101.22	£101.63	£102.44	£103.47
Expenditure Available To Support New Floorspace (£m)	-£73.38	-£65.00	-£55.48	-£44.94
Average 'Top 4' turnover per sq m (£)	£14,206	£14,263	£14,377	£14,522
Net Floorspace Equivalent (sq m)	-5,166	-4,558	-3,859	-3,095

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 8 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10.1 - Figure 4a (September 2012)(U
4. Turnover of Commitments taken from Table 10 with dates for delivery of schemes staggered across the test years.
5. Benchmark turnover for each Centre /Facility calculated in Table 9 and projected forward using sales density growth rates from Experian Retail Planner Briefing Note 10.1 - Table 4b 2011.
6. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.
7. 2011 Prices.



Appendix 2b - Convenience Goods Capacity Assessment - Ultra Long Trends

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Preston Retail and Leisure Study 2012
Comparison Goods Capacity Assessment

Index of Convenience Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Convenience Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Convenience Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Convenience Goods Expenditure
Table 4	Total Available Expenditure in 2012 Base Year disaggregated by Main and Top up Food Shopping
Table 5	Main Food Shopping Flows of Expenditure in 2012
Table 6	Top up Food Shopping Flows of Expenditure 2012
Table 7	Total Convenience Goods Flows of Expenditure in 2012
Table 8	Convenience Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 9	Benchmark Convenience Goods Turnover of Facilities Within the Primary Study Area
Table 10	Benchmark Convenience Goods Turnover of Commitments Within the Primary Study Area
Table 11	Survey Derived Turnover grown across the Study Period
Table 12	Primary Catchment Area Convenience Goods Expenditure Capacity

Preston Retail and Leisure Study 2013

Table 1: Study Area Population Projections

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	65,209	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	76,210	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,406	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,698	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	256,523	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	143,921	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	31,141	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	224,608	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,387	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,754	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	92,880	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,470	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	95,090	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,555	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,279	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,039,085	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,295,608	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from MicroMarketer report dated November 2012.
2. Population projections taken from MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by interim ONS Interim figures which include the 2011 Census results.
4. Population projections not directly used from ONS following discussions with Preston City Council and the two sets of data being similar.

Preston Retail and Leisure Study 2013
Table 3: Total Available Expenditure (£m)

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£118.21	£118.91	£119.36	£119.83	£120.35	£120.79	£121.14	£121.56	£121.90	£122.27	£122.74	£123.32	£123.90	£124.42	£124.97	£125.59
2	£133.66	£134.25	£134.89	£135.46	£136.10	£136.71	£137.32	£137.87	£138.52	£139.12	£139.88	£140.68	£141.57	£142.50	£143.43	£144.36
3	£95.41	£96.10	£96.71	£97.27	£98.03	£98.65	£99.23	£99.97	£100.70	£101.41	£102.10	£102.80	£103.52	£104.16	£104.75	£105.40
4	£126.28	£126.87	£127.58	£128.37	£129.01	£129.67	£130.46	£131.18	£132.02	£132.80	£133.72	£134.56	£135.40	£136.31	£137.12	£137.86
Total PCA	£473.56	£476.13	£478.54	£480.93	£483.50	£485.82	£488.15	£490.58	£493.15	£495.61	£498.44	£501.35	£504.39	£507.39	£510.27	£513.21
5	£270.37	£271.90	£274.68	£276.21	£277.78	£277.93	£279.43	£281.04	£282.67	£284.36	£286.46	£288.78	£291.17	£293.60	£295.99	£298.45
6	£63.98	£64.29	£64.57	£64.74	£65.06	£65.34	£65.49	£65.98	£66.35	£66.70	£67.07	£67.37	£67.82	£68.18	£68.51	£68.87
7	£425.48	£426.86	£428.26	£429.72	£431.22	£432.79	£434.49	£436.11	£438.13	£440.24	£442.66	£445.26	£447.64	£450.17	£452.72	£455.16
8	£147.01	£147.45	£148.01	£148.50	£149.12	£149.66	£150.31	£151.04	£151.83	£152.64	£153.59	£154.63	£155.58	£156.55	£157.53	£158.39
9	£90.80	£91.34	£91.89	£92.31	£92.78	£93.22	£93.70	£94.25	£94.80	£95.39	£96.01	£96.62	£98.50	£97.80	£98.40	£98.93
10	£184.34	£183.64	£183.31	£182.72	£181.97	£181.37	£181.07	£180.76	£180.69	£180.56	£180.46	£180.46	£180.44	£180.61	£180.58	£180.61
11	£202.93	£203.81	£204.45	£205.08	£205.81	£206.50	£207.18	£207.87	£208.73	£209.49	£210.41	£211.43	£212.41	£213.39	£214.25	£215.07
12	£184.80	£185.86	£187.00	£188.12	£189.28	£190.47	£191.64	£192.89	£194.12	£195.39	£196.77	£198.17	£199.45	£200.64	£201.92	£203.10
13	£254.04	£254.76	£255.59	£256.33	£257.16	£257.96	£258.77	£259.68	£260.65	£261.63	£262.67	£263.78	£264.85	£265.90	£266.88	£267.84
14	£137.09	£137.25	£137.47	£137.63	£137.85	£138.09	£138.35	£138.66	£139.02	£139.40	£139.81	£140.27	£140.72	£141.13	£141.56	£141.95
Total across Secondary Catchment Area	£1,960.86	£1,967.15	£1,975.22	£1,981.36	£1,988.04	£1,993.33	£2,000.44	£2,008.27	£2,016.99	£2,025.81	£2,035.91	£2,046.77	£2,058.59	£2,067.99	£2,078.32	£2,088.37
Overall Total	£2,434.42	£2,443.28	£2,453.76	£2,462.29	£2,471.54	£2,479.15	£2,488.59	£2,498.85	£2,510.13	£2,521.42	£2,534.35	£2,548.12	£2,562.98	£2,575.38	£2,588.58	£2,601.57

Notes

1. Total available convenience goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4: Total Available Convenience Goods Expenditure in 2012 Base Year disaggregated by Main and Top Up Expenditure (£m)

Zone	Proportion of Expenditure Spent in Main Food Shopping Destination (%)	Expenditure Spent in Main Food Shopping Destination (£m)	Proportion of Expenditure Spent in Top Up Shopping Destination (%)	Expenditure Spent in Top Up Shopping Destination (£m)	Total Convenience Goods Expenditure 2012 (£m)
1	75.72%	£89.51	24.28%	£28.70	£118.21
2	70.94%	£94.82	29.06%	£38.84	£133.66
3	69.02%	£65.85	30.98%	£29.56	£95.41
4	68.14%	£86.05	31.86%	£40.23	£126.28
5	73.22%	£197.96	26.78%	£72.42	£270.37
6	72.20%	£46.19	27.80%	£17.78	£63.98
7	69.09%	£293.98	30.91%	£131.50	£425.48
8	70.06%	£102.99	29.94%	£44.02	£147.01
9	64.56%	£58.62	35.44%	£32.18	£90.80
10	69.02%	£127.24	30.98%	£57.10	£184.34
11	71.79%	£145.69	28.21%	£57.24	£202.93
12	68.28%	£126.19	31.72%	£58.61	£184.80
13	64.87%	£164.80	35.13%	£89.24	£254.04
14	72.45%	£99.33	27.55%	£37.77	£137.09

Notes

1. 2011 Prices.
2. 2012 Total Available Convenience Expenditure excluding NSRT disaggregated by Main and Top Up Destination based on the Household Survey Results (Question 5) undertaken by RMG Clarity in November 2012.
3. Total Convenience Goods Expenditure in 2012 taken from Table 3.

Table 10: Estimated Turnover of Committed Convenience Goods Floorspace in 2012 grown across Test Years (£m)

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Net Convenience Sales Area (sq.m)	Convenience Goods Turnover in 2013 (£m)	Convenience Goods Turnover in 2017 (£m)	Convenience Goods Turnover in 2022 (£m)	Convenience Goods Turnover in 2027 (£m)	
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	2,109	£30.06	£30.18	£30.42	£30.73	
06/2011/0681	Blackpool Road, Ribbleton	James Hall & Co	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleton Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	2,670	£36.98	£37.12	£37.42	£37.80	
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02/04/2012	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	3,285	£34.18	£34.32	£34.60	£34.94	
							942	942	0	£0.00	£0.00	£0.00	£0.00	
Total Commitments by year of Delivery								10,214	2,150	8,064	£101.22	£101.63	£102.44	£103.47

Notes:

- Floorspace figures taken from a list of commitments provided by Preston City Council.
- Net: Gross split of foodstores taken from Company Averages from Verdict 2011
- Base Turnover for named Retailers taken from Verdict 2011.
- Turnover projected forwards using Sales Density growth rates taken from Experian Retail Briefing Note 10.1, Table 4a.
- 2010 Prices.
- Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 11 - Survey Derived Convenience Goods Turnover of PCA Centres / Facilities projected forward to Study Years (£m)

Centre / Facility	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Zone 1																
Aldi, Corporation Street	£8.70	£8.64	£8.64	£8.65	£8.66	£8.67	£8.68	£8.69	£8.71	£8.72	£8.74	£8.76	£8.78	£8.79	£8.81	£8.83
M&S, Fishergate, Preston	£8.68	£8.61	£8.62	£8.63	£8.64	£8.65	£8.66	£8.67	£8.68	£8.70	£8.72	£8.74	£8.75	£8.77	£8.79	£8.81
Iceland, Lowthian House, Market Street	£12.99	£12.90	£12.91	£12.92	£12.94	£12.95	£12.96	£12.97	£13.00	£13.03	£13.05	£13.08	£13.10	£13.13	£13.16	£13.18
Lidl, West Strand	£2.55	£2.53	£2.54	£2.54	£2.54	£2.54	£2.55	£2.55	£2.55	£2.56	£2.56	£2.57	£2.57	£2.58	£2.58	£2.59
Tesco Express, Blackpool Road	£17.01	£16.89	£16.90	£16.92	£16.94	£16.96	£16.97	£16.99	£17.02	£17.06	£17.09	£17.13	£17.16	£17.19	£17.23	£17.26
Morrison's Mariners Way	£98.09	£97.41	£97.50	£97.60	£97.70	£97.80	£97.90	£97.99	£98.19	£98.39	£98.58	£98.78	£98.98	£99.18	£99.37	£99.57
Zone 2																
ASDA, Pittman Way, Fulwood	£77.94	£77.40	£77.47	£77.55	£77.63	£77.71	£77.78	£77.86	£78.02	£78.17	£78.33	£78.49	£78.64	£78.80	£78.96	£79.12
Sainsbury's, Flintoff Way, Deepdale	£39.34	£39.07	£39.11	£39.15	£39.19	£39.23	£39.26	£39.30	£39.38	£39.46	£39.54	£39.62	£39.70	£39.78	£39.86	£39.94
Aldi, Blackpool Road	£10.55	£10.48	£10.49	£10.50	£10.51	£10.52	£10.53	£10.54	£10.56	£10.58	£10.60	£10.62	£10.65	£10.67	£10.69	£10.71
Iceland, North Road	£3.41	£3.39	£3.39	£3.39	£3.40	£3.40	£3.40	£3.41	£3.41	£3.42	£3.43	£3.43	£3.44	£3.45	£3.46	£3.46
EH Booth, Sharoe Green	£15.54	£15.43	£15.45	£15.46	£15.48	£15.49	£15.51	£15.53	£15.56	£15.59	£15.62	£15.65	£15.68	£15.71	£15.74	£15.78
Zone 3																
Co-op, Pope Lane	£3.83	£3.80	£3.81	£3.81	£3.81	£3.82	£3.82	£3.82	£3.83	£3.84	£3.85	£3.86	£3.86	£3.87	£3.88	£3.89
Sainsbury's Birch Avenue	£5.47	£5.43	£5.44	£5.45	£5.45	£5.46	£5.46	£5.47	£5.48	£5.49	£5.50	£5.51	£5.52	£5.53	£5.54	£5.56
Morrisons, Station Road	£9.02	£8.96	£8.97	£8.98	£8.99	£9.00	£8.98	£9.01	£9.03	£9.05	£9.07	£9.09	£9.12	£9.14	£9.16	£9.16
Sainsbury's, Cuerdon Way	£31.13	£30.91	£30.94	£30.97	£31.00	£31.03	£31.07	£31.10	£31.16	£31.22	£31.28	£31.35	£31.41	£31.47	£31.53	£31.60
Aldi, Cuerdon Way	£15.06	£14.95	£14.97	£14.98	£15.00	£15.01	£15.03	£15.04	£15.07	£15.10	£15.13	£15.16	£15.19	£15.22	£15.25	£15.28
Zone 4																
Tesco Extra, Towngate	£49.82	£49.47	£49.52	£49.57	£49.62	£49.67	£49.72	£49.77	£49.87	£49.97	£50.07	£50.17	£50.27	£50.37	£50.47	£50.57
Morrison's, Olympian Way	£27.87	£27.68	£27.70	£27.73	£27.76	£27.79	£27.81	£27.84	£27.90	£27.95	£28.01	£28.07	£28.12	£28.18	£28.23	£28.29
ASDA Local, Towngate	£7.44	£7.38	£7.39	£7.40	£7.41	£7.41	£7.42	£7.43	£7.44	£7.46	£7.47	£7.49	£7.50	£7.52	£7.53	£7.55
Lidl, Churchill Way	£2.28	£2.27	£2.27	£2.27	£2.27	£2.28	£2.28	£2.28	£2.29	£2.29	£2.29	£2.30	£2.30	£2.31	£2.31	£2.32
EH Booth, Millbrook Way	£10.86	£10.79	£10.80	£10.81	£10.82	£10.83	£10.84	£10.85	£10.88	£10.90	£10.92	£10.94	£10.96	£10.98	£11.01	£11.03
Waitrose, Capitol Shopping Centre - Walton le Dale	£16.44	£16.33	£16.35	£16.36	£16.38	£16.40	£16.41	£16.43	£16.46	£16.49	£16.53	£16.56	£16.59	£16.63	£16.66	£16.69
Total Across PCA	£474.03	£470.71	£471.18	£471.65	£472.12	£472.59	£473.07	£473.54	£474.49	£475.44	£476.39	£477.34	£478.29	£479.25	£480.21	£481.17
Other Stores outside of PCA																
Tesco Extra, Buckshaw Village	£42.34	£42.04	£42.08	£42.12	£42.17	£42.21	£42.25	£42.29	£42.38	£42.46	£42.55	£42.63	£42.72	£42.80	£42.89	£42.97
ASDA, Sheep Hill Lane, Clayton-le-Woods	£51.74	£51.38	£51.43	£51.49	£51.54	£51.59	£51.64	£51.69	£51.80	£51.90	£52.00	£52.11	£52.21	£52.32	£52.42	£52.52
ASDA, Hyndburn Road, Accrington	£52.11	£51.74	£51.79	£51.85	£51.90	£51.95	£52.00	£52.05	£52.16	£52.26	£52.37	£52.47	£52.58	£52.68	£52.79	£52.89
ASDA, Cherry Tree Road, Blackpool	£88.51	£87.90	£87.98	£88.07	£88.16	£88.25	£88.34	£88.42	£88.60	£88.78	£88.96	£89.13	£89.31	£89.49	£89.67	£89.85
ASDA, Lower Audley Retail Park, Blackburn	£55.01	£54.62	£54.68	£54.73	£54.79	£54.84	£54.90	£54.95	£55.06	£55.17	£55.28	£55.39	£55.50	£55.62	£55.73	£55.84
Morrisons, Lord Street, Southport	£42.90	£42.60	£42.65	£42.69	£42.73	£42.77	£42.82	£42.86	£42.95	£43.03	£43.12	£43.20	£43.29	£43.38	£43.46	£43.55
Sainsbury's, Moor Lane, Clitheroe	£23.62	£23.45	£23.47	£23.50	£23.52	£23.54	£23.57	£23.59	£23.64	£23.69	£23.73	£23.78	£23.83	£23.88	£23.92	£23.97

Notes

1. 2012 Survey Derived Turnover from Table 7.
2. Projected Forward utilising Experian Retail Briefing Note 10.1 - Figure 4a - Convenience Goods including changes to floorspace (September 2012).
3. 2011 prices.

Preston Retail and Leisure Study 2013

Table 12: Calculation of Potential Convenience Goods Capacity across the Test Years for the Primary Catchment Area Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£476.13	£485.82	£498.44	£513.21
Market Share (%)	89.06%	89.06%	89.06%	89.06%
Total Available Expenditure Retained (£m)	£424.04	£432.67	£443.91	£457.05
Inflow From Other Zones (5-14) (£m)	£132.61	£133.14	£134.21	£135.56
Total Expenditure to Support Floorspace (£)	£556.65	£565.81	£578.12	£592.61
Benchmark Turnover of Existing Facilities (£m)	£529.79	£531.91	£536.18	£541.56
Turnover of Commitments (£m)	£101.22	£101.63	£102.44	£103.47
Expenditure Available To Support New Floorspace (£m)	-£74.36	-£67.73	-£60.50	-£52.42
Average 'Top 4' turnover per sq m (£)	£14,206	£14,263	£14,377	£14,522
Net Floorspace Equivalent (sq m)	-5,234	-4,749	-4,208	-3,610

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 8 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10.1 - Figure 4a (September 2012)(U
4. Turnover of Commitments taken from Table 10 with dates for delivery of schemes staggered across the test years.
5. Benchmark turnover for each Centre /Facility calculated in Table 9 and projected forward using sales density growth rates from Experian Retail Planner Briefing Note 10.1 - Table 4b 2011.
6. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.
7. 2011 Prices.



Appendix 2c - Convenience Goods Capacity Assessment - Forecast Growth

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Preston Retail and Leisure Study 2012
Comparison Goods Capacity Assessment

Index of Convenience Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Convenience Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Convenience Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Convenience Goods Expenditure
Table 4	Total Available Expenditure in 2012 Base Year disaggregated by Main and Top up Food Shopping
Table 5	Main Food Shopping Flows of Expenditure in 2012
Table 6	Top up Food Shopping Flows of Expenditure 2012
Table 7	Total Convenience Goods Flows of Expenditure in 2012
Table 8	Convenience Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 9	Benchmark Convenience Goods Turnover of Facilities Within the Primary Study Area
Table 10	Benchmark Convenience Goods Turnover of Commitments Within the Primary Study Area
Table 11	Survey Derived Turnover grown across the Study Period
Table 12	Primary Catchment Area Convenience Goods Expenditure Capacity

Preston Retail and Leisure Study 2013

Table 1: Study Area Population Projections

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	65,209	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	76,210	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,406	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,698	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	256,523	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	143,921	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	31,141	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	224,608	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,387	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,754	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	92,880	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,470	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	95,090	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,555	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,279	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,039,085	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,295,608	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from MicroMarketer report dated November 2012.
2. Population projections taken from MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by interim ONS Interim figures which include the 2011 Census results.
4. Population projections not directly used from ONS following discussions with Preston City Council and the two sets of data being similar.

Preston Retail and Leisure Study 2013
Table 3: Total Available Expenditure (£m)

Zone	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£117.97	£118.20	£118.29	£119.11	£119.99	£120.79	£121.50	£122.29	£123.24	£124.23	£125.33	£126.55	£127.77	£128.95	£130.17	£131.47
2	£133.39	£133.45	£133.68	£134.65	£135.69	£136.71	£137.73	£138.69	£140.04	£141.35	£142.83	£144.36	£146.00	£147.69	£149.39	£151.11
3	£95.22	£95.53	£95.85	£96.69	£97.74	£98.65	£99.52	£100.57	£101.81	£103.03	£104.25	£105.49	£106.76	£107.96	£109.11	£110.33
4	£126.03	£126.12	£126.44	£127.60	£128.62	£129.67	£130.85	£131.96	£133.47	£134.93	£136.54	£138.08	£139.64	£141.28	£142.82	£144.31
Total PCA	£472.61	£473.29	£474.25	£478.05	£482.04	£485.81	£489.60	£493.51	£498.56	£503.54	£508.95	£514.47	£520.17	£525.87	£531.49	£537.22
5	£269.83	£270.27	£272.22	£274.56	£276.95	£277.92	£280.26	£282.72	£285.78	£288.92	£292.50	£296.34	£300.29	£304.30	£308.30	£312.41
6	£63.85	£63.91	£63.99	£64.35	£64.86	£65.34	£65.69	£66.37	£67.08	£67.77	£68.49	£69.14	£69.94	£70.67	£71.36	£72.09
7	£424.63	£424.31	£424.43	£427.15	£429.92	£432.78	£435.78	£438.71	£442.94	£447.29	£452.00	£456.91	£461.65	£466.57	£471.55	£476.45
8	£146.72	£146.57	£146.69	£147.61	£148.67	£149.66	£150.76	£151.94	£153.50	£155.09	£156.83	£158.68	£160.45	£162.25	£164.08	£165.80
9	£90.62	£90.80	£91.07	£91.76	£92.50	£93.22	£93.98	£94.81	£95.84	£96.92	£98.03	£99.15	£101.58	£101.37	£102.49	£103.56
10	£183.97	£182.54	£181.67	£181.62	£181.43	£181.36	£181.61	£181.83	£182.67	£183.46	£184.27	£185.18	£186.08	£187.19	£188.09	£189.07
11	£202.53	£202.59	£202.62	£203.85	£205.19	£206.50	£207.79	£209.11	£211.02	£212.84	£214.84	£216.97	£219.06	£221.17	£223.16	£225.13
12	£184.44	£184.75	£185.32	£187.00	£188.71	£190.46	£192.21	£194.04	£196.26	£198.52	£200.92	£203.36	£205.69	£207.95	£210.32	£212.60
13	£253.53	£253.24	£253.30	£254.80	£256.39	£257.96	£259.54	£261.23	£263.51	£265.82	£268.21	£270.68	£273.13	£275.59	£277.98	£280.37
14	£136.82	£136.43	£136.24	£136.81	£137.43	£138.09	£138.76	£139.49	£140.55	£141.64	£142.76	£143.94	£145.13	£146.28	£147.44	£148.59
Total across Secondary Catchment Area	£1,956.95	£1,955.40	£1,957.55	£1,969.51	£1,982.06	£1,993.28	£2,006.37	£2,020.25	£2,039.13	£2,058.26	£2,078.83	£2,100.34	£2,123.00	£2,143.33	£2,164.77	£2,186.08
Overall Total	£2,429.57	£2,428.69	£2,431.80	£2,447.56	£2,464.10	£2,479.08	£2,495.97	£2,513.75	£2,537.69	£2,561.81	£2,587.78	£2,614.81	£2,643.17	£2,669.20	£2,696.26	£2,723.29

Notes

1. Total available convenience goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4: Total Available Convenience Goods Expenditure in 2012 Base Year disaggregated by Main and Top Up Expenditure (£m)

Zone	Proportion of Expenditure Spent in Main Food Shopping Destination (%)	Expenditure Spent in Main Food Shopping Destination (£m)	Proportion of Expenditure Spent in Top Up Shopping Destination (%)	Expenditure Spent in Top Up Shopping Destination (£m)	Total Convenience Goods Expenditure 2012 (£m)
1	75.72%	£89.33	24.28%	£28.64	£117.97
2	70.94%	£94.63	29.06%	£38.76	£133.39
3	69.02%	£65.71	30.98%	£29.50	£95.22
4	68.14%	£85.88	31.86%	£40.15	£126.03
5	73.22%	£197.56	26.78%	£72.27	£269.83
6	72.20%	£46.10	27.80%	£17.75	£63.85
7	69.09%	£293.39	30.91%	£131.24	£424.63
8	70.06%	£102.79	29.94%	£43.93	£146.72
9	64.56%	£58.50	35.44%	£32.12	£90.62
10	69.02%	£126.99	30.98%	£56.99	£183.97
11	71.79%	£145.40	28.21%	£57.13	£202.53
12	68.28%	£125.94	31.72%	£58.50	£184.44
13	64.87%	£164.47	35.13%	£89.06	£253.53
14	72.45%	£99.13	27.55%	£37.69	£136.82

Notes

1. 2011 Prices.
2. 2012 Total Available Convenience Expenditure excluding NSRT disaggregated by Main and Top Up Destination based on the Household Survey Results (Question 5) undertaken by RMG Clarity in November 2012.
3. Total Convenience Goods Expenditure in 2012 taken from Table 3.

Table 10: Estimated Turnover of Committed Convenience Goods Floorspace in 2012 grown across Test Years (£m)

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Net Convenience Sales Area (sq.m)	Convenience Goods Turnover in 2013 (£m)	Convenience Goods Turnover in 2017 (£m)	Convenience Goods Turnover in 2022 (£m)	Convenience Goods Turnover in 2027 (£m)	
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	2,109	£30.06	£30.18	£30.42	£30.73	
06/2011/0681	Blackpool Road, Ribbleton	James Hall & Co	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleton Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	2,670	£36.98	£37.12	£37.42	£37.80	
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02/04/2012	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	3,285	£34.18	£34.32	£34.60	£34.94	
							942	942	0	£0.00	£0.00	£0.00	£0.00	
Total Commitments by year of Delivery								10,214	2,150	8,064	£101.22	£101.63	£102.44	£103.47

Notes:

1. Floorspace figures taken from a list of commitments provided by Preston City Council.
2. Net: Gross split of foodstores taken from Company Averages from Verdict 2011
3. Base Turnover for named Retailers taken from Verdict 2011.
4. Turnover projected forwards using Sales Density growth rates taken from Experian Retail Briefing Note 10.1, Table 4a.
5. 2010 Prices.
6. Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 12: Calculation of Potential Convenience Goods Capacity across the Test Years for the Primary Catchment Area Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£473.29	£485.81	£508.95	£537.22
Market Share (%)	89.06%	89.06%	89.06%	89.06%
Total Available Expenditure Retained (£m)	£421.51	£432.66	£453.27	£478.45
Inflow From Other Zones (5-14) (£m)	£132.35	£132.88	£133.94	£135.29
Total Expenditure to Support Floorspace (£)	£553.86	£565.54	£587.22	£613.74
Benchmark Turnover of Existing Facilities (£m)	£529.79	£531.91	£536.18	£541.56
Turnover of Commitments (£m)	£101.22	£101.63	£102.44	£103.47
Expenditure Available To Support New Floorspace (£m)	-£77.15	-£68.00	-£51.41	-£31.30
Average 'Top 4' turnover per sq m (£)	£14,206	£14,263	£14,377	£14,522
Net Floorspace Equivalent (sq m)	-5,431	-4,768	-3,576	-2,155

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 8 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10.1 - Figure 4a (September 2012)(Fi
4. Turnover of Commitments taken from Table 10 with dates for delivery of schemes staggered across the test years.
5. Benchmark turnover for each Centre /Facility calculated in Table 9 and projected forward using sales density growth rates from Experian Retail Planner Briefing Note 10.1 - Table 4b 2011.
6. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.
7. 2011 Prices.



Appendix 3a - Comparison Goods Capacity Assessment - Long Term Trends

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Preston City Council 2013 Retail Study Update

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Preston Retail and Leisure Study 2013
Comparison Goods Capacity Assessment

Index of Comparison Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Comparison Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Comparison Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Comparison Goods Expenditure
Table 4a	Total Available Expenditure in 2012 Base Year disaggregated by Goods Category
Table 4b	Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year disaggregated by First Choice and Second Choice Destinations
Table 5a	First Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 5b	Second Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 6	Books, CDs, Toys and Jewellery Market Share and Flows of Expenditure in 2012
Table 7	Household Goods Market Share and Flows of Expenditure in 2012
Table 8	Chemist Goods, Toiletries and Cosmetics Market Share and Flows of Expenditure in 2012
Table 9	Furniture Carpets and Soft Furnishings Market Share and Flows of Expenditure in 2012
Table 10	Electrical Goods Market Share and Flows of Expenditure in 2012
Table 11	DIY and Hardware Goods Market Share and Flows of Expenditure in 2012
Table 12	Total Comparison Goods Flows of Expenditure in 2012
Table 13	Comparison Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 14	Benchmark Comparison Goods Turnover of Facilities Within the Primary Study Area
Table 15	Benchmark Comparison Goods Turnover of Commitments Within the Primary Study Area
Table 16	Primary Catchment Area Comparison Goods Expenditure Capacity

Preston Retail and Leisure Study 2013

Table 1: Study Area Population Projections

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	64,890	65,209	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	75,850	76,210	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,196	48,406	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,381	66,698	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	255,317	256,523	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	143,264	143,921	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	30,945	31,141	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	224,249	224,608	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,216	71,387	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,581	44,754	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	93,414	92,880	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,308	104,470	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	94,580	95,090	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,228	151,555	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,299	79,279	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,037,084	1,039,085	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,292,401	1,295,608	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from Experian MicroMarketer report dated November 2012.
2. Population projections taken from Experian MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by the interim ONS Interim figures which include the 2011 Census results.

Preston Retail and Leisure Study 2013

Table 3: Total Available Comparison Goods Expenditure (£m)

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£157.08	£169.28	£182.74	£197.00	£212.65	£229.35	£247.25	£266.54	£287.68	£310.43	£335.96	£363.97	£395.23	£429.55	£466.62	£507.04	£551.23
2	£168.14	£181.17	£195.29	£210.73	£227.53	£245.48	£264.86	£285.99	£308.81	£333.90	£361.81	£392.60	£426.74	£464.57	£505.84	£550.78	£599.70
3	£134.45	£144.81	£156.54	£169.19	£182.96	£198.01	£214.01	£231.41	£250.75	£271.80	£295.32	£320.88	£349.19	£380.39	£414.05	£450.44	£490.29
4	£175.51	£189.11	£203.89	£220.20	£238.21	£257.08	£277.55	£300.18	£324.63	£351.57	£381.56	£414.66	£450.95	£490.89	£534.61	£581.75	£632.70
Total PCA	£635.18	£684.37	£738.46	£797.12	£861.34	£929.93	£1,003.67	£1,084.13	£1,171.87	£1,267.70	£1,374.66	£1,492.10	£1,622.11	£1,765.40	£1,921.13	£2,090.01	£2,273.92
5	£356.86	£384.45	£414.90	£450.16	£486.70	£525.61	£564.85	£610.49	£660.37	£714.76	£775.79	£843.41	£918.96	£1,002.35	£1,093.36	£1,192.38	£1,300.61
6	£85.54	£92.31	£99.54	£107.38	£115.74	£124.91	£134.75	£145.19	£157.32	£170.23	£184.66	£200.38	£217.54	£236.89	£257.64	£280.03	£304.53
7	£539.79	£579.80	£624.23	£672.61	£725.63	£781.94	£842.94	£909.71	£982.06	£1,061.68	£1,151.01	£1,249.04	£1,357.87	£1,476.79	£1,606.58	£1,747.79	£1,900.89
8	£200.29	£215.30	£231.74	£249.84	£269.50	£290.60	£313.28	£338.22	£365.54	£395.41	£428.90	£465.75	£506.82	£551.62	£600.45	£653.60	£710.90
9	£128.95	£138.82	£149.86	£161.92	£174.89	£188.76	£203.71	£220.10	£238.11	£257.72	£279.82	£303.93	£330.58	£364.58	£391.61	£426.22	£463.56
10	£247.66	£264.07	£282.31	£302.65	£324.35	£346.89	£371.35	£398.54	£427.89	£460.29	£496.28	£535.28	£578.54	£625.76	£677.57	£732.86	£792.96
11	£270.56	£290.59	£313.20	£337.43	£363.92	£392.19	£422.66	£455.83	£491.89	£531.52	£575.57	£623.89	£677.58	£736.40	£800.29	£869.20	£943.88
12	£254.20	£274.07	£295.80	£319.63	£345.72	£373.54	£403.73	£436.68	£472.72	£511.95	£555.97	£604.26	£657.72	£716.10	£779.28	£848.37	£923.13
13	£326.56	£350.96	£377.70	£406.97	£438.83	£472.77	£509.38	£549.28	£592.85	£640.34	£693.49	£751.41	£815.54	£885.82	£962.08	£1,044.57	£1,134.07
14	£176.15	£188.85	£202.90	£218.25	£234.94	£252.69	£271.89	£292.83	£315.65	£340.55	£368.44	£398.79	£432.42	£469.31	£509.17	£552.45	£599.28
Total across Secondary Catchment Area	£2,586.54	£2,779.22	£2,992.19	£3,226.83	£3,480.21	£3,749.88	£4,038.55	£4,356.88	£4,704.40	£5,084.44	£5,509.91	£5,976.13	£6,493.59	£7,065.62	£7,678.02	£8,347.46	£9,073.82
Overall Total	£3,221.72	£3,463.60	£3,730.65	£4,023.95	£4,341.55	£4,679.81	£5,042.21	£5,441.01	£5,876.27	£6,352.15	£6,884.57	£7,468.23	£8,115.70	£8,831.01	£9,599.15	£10,437.47	£11,347.74

Notes

1. Total available comparison goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4a: Total Available Expenditure in 2012 Base Year Disaggregated by Goods Category (£m)

Zone	Clothing, Footwear and Fashion Goods Expenditure 2012 (£m)	Books, CDs, Toys, Jewellery Expenditure 2012 (£m)	Household Goods Expenditure 2012 (£m)	Chemist Goods, Toiletries and Cosmetics Expenditure 2012 (£m)	Furniture, Carpets and Soft Furnishings Expenditure 2012 (£m)	Electrical Goods (including audio-visual) Expenditure 2012 (£m)	DIY and Hardware Goods Expenditure 2012 (£m)	Total Comparison Goods Expenditure 2012 (£m)
1	£52.29	£36.30	£6.88	£24.20	£18.92	£20.06	£10.64	£169.28
2	£56.84	£38.91	£7.37	£25.74	£20.61	£20.31	£11.38	£181.17
3	£42.15	£31.37	£5.72	£21.24	£16.56	£18.59	£9.18	£144.81
4	£55.08	£40.48	£7.69	£28.23	£22.29	£22.82	£12.52	£189.11
5	£113.07	£83.58	£16.29	£55.48	£43.68	£46.63	£25.70	£384.45
6	£24.23	£19.45	£4.47	£13.76	£11.44	£11.57	£7.40	£92.31
7	£168.13	£125.17	£23.45	£82.86	£66.20	£76.06	£37.92	£579.80
8	£60.99	£44.47	£8.99	£32.97	£26.35	£26.76	£14.78	£215.30
9	£40.00	£29.77	£6.21	£20.46	£16.57	£16.35	£9.49	£138.82
10	£77.07	£55.65	£10.71	£40.12	£30.41	£32.95	£17.16	£264.07
11	£84.80	£63.40	£12.33	£42.30	£33.94	£34.45	£19.37	£290.59
12	£81.86	£59.21	£11.04	£40.86	£31.93	£33.23	£17.36	£274.07
13	£110.91	£74.34	£13.77	£48.72	£39.69	£41.46	£22.06	£350.96
14	£59.10	£40.44	£7.20	£25.95	£21.15	£23.24	£11.77	£188.85

Notes

1. Data generated from Experian MicroMarketer report from November 2012 for each Zone within the Primary and Secondary Catchment Area.
2. Information for each Survey Good is then placed within a wider Classification and a proportion of which is worked out from the Total Comparison Goods Expenditure for that zone.

Preston Retail and Leisure Study 2013

Table 4b: Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year Disaggregated by First Choice and Second Choice Destinations (£m)

Zone	Proportion of Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (£m)	Proportion of Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (£m)	Total Clothing and Footwear Goods Expenditure 2012 (£m)
1	75%	£39.22	25%	£13.07	£52.29
2	75%	£42.63	25%	£14.21	£56.84
3	75%	£31.61	25%	£10.54	£42.15
4	75%	£41.31	25%	£13.77	£55.08
5	75%	£84.80	25%	£28.27	£113.07
6	75%	£18.17	25%	£6.06	£24.23
7	75%	£126.10	25%	£42.03	£168.13
8	75%	£45.74	25%	£15.25	£60.99
9	75%	£30.00	25%	£10.00	£40.00
10	75%	£57.80	25%	£19.27	£77.07
11	75%	£63.60	25%	£21.20	£84.80
12	75%	£61.39	25%	£20.46	£81.86
13	75%	£83.19	25%	£27.73	£110.91
14	75%	£44.33	25%	£14.78	£59.10

Notes

1. 2011 Prices.
2. Disaggregation Assumption based on Household Survey results for Questions 7a-7n undertaken in November 2012 by RMG Clarity.
3. Expenditure is taken from Table 4a for Clothing and Footwear goods.

Preston Retail and Leisure Study 2013

Table 12: Overall Comparison Goods Flows of Expenditure 2012 (£m) (All Goods Categories)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)										Total from PCA (£m)	Inflow from Outside PCA (£m)	Total Comparison Goods Turnover (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14			
Zone 1																	
Preston City Centre	£133.95	£135.30	£90.34	£97.11	£25.20	£24.18	£39.78	£60.65	£29.30	£7.42	£21.97	£61.54	£38.04	£8.51	£456.69	£316.60	£773.29
Fulwood	£1.22	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£1.42	£0.75	£2.17
Total	£135.17	£135.50	£90.34	£97.11	£25.20	£24.18	£39.78	£60.65	£30.05	£7.42	£21.97	£61.54	£38.04	£8.51	£458.12	£317.35	£775.46
Zone 2																	
Deepdale Shopping Park	£6.97	£12.60	£1.65	£1.03	£0.00	£2.00	£0.00	£1.87	£0.82	£0.00	£0.00	£2.10	£0.00	£0.00	£22.25	£6.78	£29.04
Docklands Retail Park	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26
Total	£7.23	£12.60	£1.65	£1.03	£0.00	£2.00	£0.00	£1.87	£0.82	£0.00	£0.00	£2.10	£0.00	£0.00	£22.51	£6.78	£29.29
Zone 3																	
Bamber Bridge	£0.56	£0.24	£11.57	£5.02	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£5.29	£4.73	£0.00	£0.00	£17.39	£10.24	£27.62
Penwortham	£0.00	£0.00	£1.88	£3.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.65	£0.00	£5.65
Total	£0.56	£0.24	£13.45	£8.79	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£5.29	£4.73	£0.00	£0.00	£23.03	£10.24	£33.27
Zone 4																	
Leyland	£1.80	£1.37	£4.10	£38.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.10	£1.59	£0.00	£0.36	£45.49	£5.05	£50.54
Capitol Centre, Walton le Dale	£1.22	£4.11	£9.99	£5.32	£1.79	£0.00	£0.00	£1.46	£0.71	£1.01	£0.96	£1.89	£2.04	£0.00	£20.63	£9.86	£30.50
Total	£3.02	£5.48	£14.09	£43.53	£1.79	£0.00	£0.00	£1.46	£0.71	£1.01	£4.06	£3.48	£2.04	£0.36	£66.12	£14.91	£81.03
Total Across PCA	£145.99	£153.81	£119.53	£150.46	£26.99	£26.18	£39.78	£63.98	£31.80	£8.44	£31.32	£71.85	£40.07	£8.87	£569.79	£349.27	£919.06
Blackpool	£1.49	£0.88	£0.50	£0.17	£4.79	£20.16	£406.18	£81.32	£0.00	£0.00	£0.96	£0.00	£0.00	£0.00	£3.04	£513.41	£516.44
Blackburn	£1.37	£1.22	£2.50	£1.23	£0.00	£0.00	£2.30	£1.49	£19.71	£43.35	£19.88	£3.07	£182.42	£35.78	£6.31	£308.00	£314.31
Southport	£1.67	£0.29	£1.00	£3.96	£0.72	£0.00	£1.83	£1.13	£7.62	£171.31	£46.78	£1.43	£55.03	£13.30	£6.92	£299.14	£306.07
Lancaster	£3.49	£1.76	£1.15	£3.13	£177.43	£11.34	£2.25	£0.76	£0.48	£3.10	£1.99	£4.09	£8.96	£2.66	£9.53	£213.06	£222.59
Manchester	£7.62	£5.15	£6.53	£8.61	£4.69	£1.91	£7.73	£4.43	£1.89	£6.76	£5.59	£9.96	£23.66	£6.35	£27.91	£72.98	£100.89
Trafford Centre	£1.02	£4.44	£0.79	£2.53	£2.29	£0.76	£0.00	£1.45	£2.96	£0.00	£6.32	£13.71	£9.35	£1.09	£8.78	£37.94	£46.73
Chorley	£0.89	£0.58	£2.07	£4.65	£1.63	£0.00	£0.00	£0.00	£0.49	£0.00	£1.15	£122.38	£1.42	£0.00	£8.19	£127.07	£135.26
Other Centres not in Top 7	£8.51	£16.12	£12.35	£17.63	£125.13	£30.10	£121.98	£62.22	£74.83	£34.21	£183.56	£57.17	£42.85	£102.66	£54.61	£834.71	£889.32
Total Other Centres	£26.04	£30.44	£26.90	£41.92	£316.68	£64.28	£542.27	£152.81	£107.98	£258.73	£266.23	£211.82	£323.69	£161.84	£125.29	£2,406.32	£2,531.61

Notes

1. 2011 Prices.
2. Trade Flows based upon survey results inputted into Tables 5-11 and proportioned against comparison goods expenditure available within each survey good classification as outlined in Working Table 4a.
3. Market Share of each zone from Primary Catchment Area is calculated by dividing Survey Derived Turnover of Facilities within each respective zone by Total Comparison Goods Expenditure for Total PCA.

Preston Retail and Leisure Study 2013

Table 13: Estimated Comparison Goods Market Share by Zone in 2012 (%)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Total Available Expenditure	£169.28	£181.17	£144.81	£189.11	£384.45	£92.31	£579.80	£215.30	£138.82	£264.07	£290.59	£274.07	£350.96	£188.85
Zone 1														
Preston City Centre	79.13%	74.68%	62.39%	51.35%	6.55%	26.20%	6.86%	28.17%	21.11%	2.81%	7.56%	22.46%	10.84%	4.51%
Fulwood	0.72%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 1	79.85%													
Zone 2														
Deepdale Shopping Park	4.12%	6.95%	1.14%	0.55%	0.00%	2.16%	0.00%	0.87%	0.59%	0.00%	0.00%	0.77%	0.00%	0.00%
Docklands Retail Park	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 2														6.95%
Zone 3														
Bamber Bridge	0.33%	0.13%	7.99%	2.65%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	1.82%	1.72%	0.00%	0.00%
Penwortham	0.00%	0.00%	1.30%	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 3														9.29%
Zone 4														
Leyland	1.06%	0.75%	2.83%	20.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.58%	0.00%	0.19%
Capitol Centre, Walton le Dale	0.72%	2.27%	6.90%	2.81%	0.47%	0.00%	0.00%	0.68%	0.51%	0.38%	0.33%	0.69%	0.58%	0.00%
Retention Rate Zone 4														23.02%
Other Centres outside of PCA														
Blackpool	0.88%	0.49%	0.35%	0.09%	1.25%	21.84%	70.05%	37.77%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%
Blackburn	0.81%	0.67%	1.72%	0.65%	0.00%	0.00%	0.40%	0.69%	14.20%	16.42%	6.84%	1.12%	51.98%	18.95%
Southport	0.98%	0.16%	0.69%	2.10%	0.19%	0.00%	0.32%	0.52%	5.49%	64.87%	16.10%	0.52%	15.68%	7.04%
Lancaster	2.06%	0.97%	0.80%	1.65%	46.15%	12.29%	0.39%	0.35%	0.34%	1.17%	0.68%	1.49%	2.55%	1.41%
Manchester	4.50%	2.84%	4.51%	4.55%	1.22%	2.07%	1.33%	2.06%	1.36%	2.56%	1.92%	3.64%	6.74%	3.36%
Trafford Centre	0.60%	2.45%	0.55%	1.34%	0.60%	0.83%	0.00%	0.67%	2.13%	0.00%	2.18%	5.00%	2.66%	0.58%
Chorley	0.52%	0.32%	1.43%	2.46%	0.42%	0.00%	0.00%	0.00%	0.35%	0.00%	0.40%	44.65%	0.41%	0.00%
Other Centres not in Top 7	5.03%	8.90%	8.53%	9.32%	32.55%	32.61%	21.04%	28.90%	53.90%	12.95%	63.17%	20.86%	12.21%	54.36%

Notes

1. Market Shares worked out by the flows of expenditure expressed in Table 12 and divided by the total amount of comparison expenditure per Zone in Table 13.
2. 2011 Prices.

Table 15: Estimated Turnover of Committed Comparison Goods Floorspace in 2012

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Comparison Goods Turnover 2012 (per sq.m)	Comparison Goods Turnover in 2013 (£m)	Comparison Goods Turnover in 2017 (£m)	Comparison Goods Turnover in 2022 (£m)	Comparison Goods Turnover in 2027 (£m)
06/2008/0877	Broomfield Mill Street and Frank Street	Marcus Worthington Properties	07-Aug-09	Erection of 4no bulky goods retail units (Class A1, 4419sqm) including closure of part of Broomfield Mill Street, construction of car park with access from Southgate (amended scheme to 06/2006/0900 with respect to phase 2 of that permission).	2013	4,420	3,536	3,536	£4,000	£14.31	£15.55	£17.11	£18.70
06/2010/0810	Land adjacent to Deepdale Shopping Park	Deepdale Co-Ownership Trust	20-Oct-11	Erection of 3no. non-food retail units (4180 sq m gross internal area), 6no. business/industrial/warehouse units (Class B1/B2/B8) (2113 sq m), site management office and associated off-site highway works, car parking, servicing and landscaping (application for extension of time limit to previously approved planning application 06/2005/1005).	2013	4,180	3,344	3,344	£5,000	£16.92	£18.39	£20.22	£22.11
06/2011/0211	Site at Corporation Street / Marsh Lane / Edward Street	Stonewell Property Co Ltd	09-Jun-11	Erection of building comprising 4, 5 and 6 storey elements with 5 Class A1 retail units on part of ground floor - See comments for rest of description.	2013	532	426	426	£4,000	£1.72	£1.87	£2.06	£2.25
06/2008/0266	Greenbank Street, Preston	Goss Graphic Systems Ltd	08-May-08	Mixed use development (following demolition of existing Goss Graphic Systems Ltd buildings) comprising Class C3 residential (208 apartment units over 4 storeys, 87 family housing units over 2/3 storeys) and 370 student accommodation rooms - see other notes.	2013	523	418	418	£4,000	£1.69	£1.84	£2.02	£2.21
06/2011/0987	106-11 Friargate and Great Shaw Street	The Administrators of Point Developments	16-Mar-12	Class A1 retail (583 sq.m) on ground floor.	2013	583	466	466	£4,000	£1.89	£2.05	£2.26	£2.47
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	£8,005	£7.67	£8.34	£9.17	£10.02
06/2011/0681	Blackpool Road, Ribbleson	James Hall & Co - Morrisons	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleson Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	£8,620	£5.83	£6.33	£6.96	£7.61
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02-Apr-12	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	£5,876	£3.18	£3.46	£3.80	£4.16
							942	942	£4,000	£3.81	£4.15	£4.56	£4.98
Total Commitments										£57.03	£61.98	£68.16	£74.52

Notes:

- Floorspace figures taken from a list of commitments provided by Preston City Council and taken from the Public Access system.
- Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 16: Calculation of Potential All Comparison Goods Capacity across the Test Years within the PCA - Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£738.46	£1,003.67	£1,492.10	£2,273.92
Market Share (%)	83.26%	83.26%	83.26%	83.26%
Total Available Expenditure Retained (£m)	£614.81	£835.62	£1,242.27	£1,893.19
Inflow From Other Zones (5-14) (£m)	£353.46	£384.10	£422.42	£461.83
Total Expenditure to Support Floorspace (£)	£968.28	£1,219.72	£1,664.69	£2,355.02
Benchmark Turnover of Existing Facilities (£m)	£831.47	£901.12	£988.01	£1,077.46
Turnover of Commitments (£m)	£57.03	£61.98	£68.16	£74.52
Expenditure Available To Support New Floorspace (£m)	£79.78	£256.63	£608.52	£1,203.04
Average PCA turnover per sq m (£)	£5,440	£5,911	£6,501	£7,107
Net Floorspace Equivalent (sq m)	14,667	43,415	93,609	169,271

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 12 and 13 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10 - Figure 4b (September 2012).
4. Turnover of Commitments taken from Table 8 with dates for delivery of schemes staggered across the test years.
5. Survey Derived Turnover taken from Working Table 2 - grown forward across test years using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012).
6. Benchmark turnover for each Centre /Facility calculated in Table 14 and projected forward using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012) and informed by Verdict 2011.
7. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.



Appendix 3b - Comparison Goods Capacity Assessment - Ultra Long Term Trends

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Preston Retail and Leisure Study 2013
Comparison Goods Capacity Assessment

Index of Comparison Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Comparison Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Comparison Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Comparison Goods Expenditure
Table 4a	Total Available Expenditure in 2012 Base Year disaggregated by Goods Category
Table 4b	Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year disaggregated by First Choice and Second Choice Destinations
Table 5a	First Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 5b	Second Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 6	Books, CDs, Toys and Jewellery Market Share and Flows of Expenditure in 2012
Table 7	Household Goods Market Share and Flows of Expenditure in 2012
Table 8	Chemist Goods, Toiletries and Cosmetics Market Share and Flows of Expenditure in 2012
Table 9	Furniture Carpets and Soft Furnishings Market Share and Flows of Expenditure in 2012
Table 10	Electrical Goods Market Share and Flows of Expenditure in 2012
Table 11	DIY and Hardware Goods Market Share and Flows of Expenditure in 2012
Table 12	Total Comparison Goods Flows of Expenditure in 2012
Table 13	Comparison Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 14	Benchmark Comparison Goods Turnover of Facilities Within the Primary Study Area
Table 15	Benchmark Comparison Goods Turnover of Commitments Within the Primary Study Area
Table 16	Primary Catchment Area Comparison Goods Expenditure Capacity

Preston Retail and Leisure Study 2013
 Table 1: Study Area Population Projections

Zone	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from Experian MicroMarketer report dated November 2012.
2. Population projections taken from Experian MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by the interim ONS Interim figures which include the 2011 Census results.

Preston Retail and Leisure Study 2013

Table 3: Total Available Comparison Goods Expenditure (£m)

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£157.08	£168.35	£180.72	£193.75	£207.98	£223.08	£239.15	£256.39	£275.18	£295.31	£317.82	£342.41	£369.76	£399.64	£431.73	£466.53	£504.38
2	£168.14	£180.17	£193.13	£207.25	£222.53	£238.77	£256.18	£275.09	£295.40	£317.63	£342.28	£369.34	£399.24	£432.23	£468.02	£506.78	£548.74
3	£134.45	£144.01	£154.81	£166.40	£178.94	£192.59	£207.00	£222.60	£239.86	£258.56	£279.38	£301.87	£326.69	£353.91	£383.10	£414.45	£448.63
4	£175.51	£188.06	£201.64	£216.56	£232.98	£250.05	£268.46	£288.75	£310.53	£334.44	£360.96	£390.10	£421.90	£456.72	£494.64	£535.28	£578.94
Total PCA	£635.18	£680.59	£730.31	£783.95	£842.43	£904.47	£970.79	£1,042.82	£1,120.97	£1,205.93	£1,300.44	£1,403.72	£1,517.59	£1,642.50	£1,777.50	£1,923.05	£2,080.69
5	£356.86	£382.32	£410.32	£442.72	£476.01	£511.22	£546.35	£587.23	£631.69	£679.93	£733.90	£793.46	£859.75	£932.57	£1,011.62	£1,097.13	£1,190.09
6	£85.54	£91.80	£98.45	£105.60	£113.20	£121.49	£130.33	£139.66	£150.48	£161.94	£174.69	£188.51	£203.53	£220.39	£238.38	£257.66	£278.65
7	£539.79	£576.59	£617.34	£661.51	£709.70	£760.54	£815.33	£875.04	£939.41	£1,009.95	£1,088.86	£1,175.06	£1,270.38	£1,373.98	£1,486.46	£1,608.17	£1,739.36
8	£200.29	£214.11	£229.19	£245.71	£263.58	£282.65	£303.02	£325.34	£349.66	£376.14	£405.75	£438.16	£474.16	£513.22	£555.55	£601.38	£650.49
9	£128.95	£138.06	£148.21	£159.25	£171.05	£183.60	£197.03	£211.71	£227.77	£245.16	£264.71	£285.93	£309.28	£339.20	£362.33	£392.17	£424.17
10	£247.66	£262.61	£279.19	£297.65	£317.22	£337.39	£359.19	£383.35	£409.31	£437.86	£469.48	£503.58	£541.26	£582.20	£626.91	£674.31	£725.58
11	£270.56	£288.98	£309.75	£331.86	£355.92	£381.45	£408.81	£438.46	£470.53	£505.62	£544.49	£586.93	£633.92	£685.13	£740.46	£799.76	£863.68
12	£254.20	£272.55	£292.53	£314.35	£338.13	£363.31	£390.51	£420.04	£452.19	£487.00	£525.95	£568.47	£615.34	£666.25	£721.01	£780.60	£844.68
13	£326.56	£349.02	£373.53	£400.25	£429.19	£459.83	£492.70	£528.35	£567.10	£609.14	£656.05	£706.90	£762.99	£824.15	£890.15	£961.12	£1,037.70
14	£176.15	£187.81	£200.66	£214.65	£229.78	£245.77	£262.99	£281.67	£301.94	£323.95	£348.55	£375.17	£404.56	£436.64	£471.11	£508.32	£548.36
Total across Secondary Catchment Area	£2,586.54	£2,763.84	£2,959.16	£3,173.55	£3,403.80	£3,647.25	£3,906.27	£4,190.85	£4,500.07	£4,836.69	£5,212.42	£5,622.18	£6,075.17	£6,573.75	£7,103.98	£7,680.62	£8,302.75
Overall Total	£3,221.72	£3,444.43	£3,689.46	£3,957.50	£4,246.22	£4,551.72	£4,877.06	£5,233.67	£5,621.05	£6,042.63	£6,512.86	£7,025.90	£7,592.76	£8,216.25	£8,881.48	£9,603.67	£10,383.44

Notes

1. Total available comparison goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4a: Total Available Expenditure in 2012 Base Year Disaggregated by Goods Category (£m)

Zone	Clothing, Footwear and Fashion Goods Expenditure 2012 (£m)	Books, CDs, Toys, Jewellery Expenditure 2012 (£m)	Household Goods Expenditure 2012 (£m)	Chemist Goods, Toiletries and Cosmetics Expenditure 2012 (£m)	Furniture, Carpets and Soft Furnishings Expenditure 2012 (£m)	Electrical Goods (including audio-visual) Expenditure 2012 (£m)	DIY and Hardware Goods Expenditure 2012 (£m)	Total Comparison Goods Expenditure 2012 (£m)
1	£52.00	£36.10	£6.84	£24.07	£18.81	£19.95	£10.58	£168.35
2	£56.53	£38.70	£7.33	£25.60	£20.50	£20.20	£11.32	£180.17
3	£41.92	£31.19	£5.69	£21.12	£16.47	£18.49	£9.13	£144.01
4	£54.78	£40.26	£7.65	£28.07	£22.17	£22.69	£12.45	£188.06
5	£112.45	£83.11	£16.20	£55.18	£43.44	£46.38	£25.56	£382.32
6	£24.09	£19.34	£4.45	£13.68	£11.38	£11.50	£7.35	£91.80
7	£167.20	£124.47	£23.33	£82.40	£65.83	£75.64	£37.71	£576.59
8	£60.65	£44.22	£8.94	£32.79	£26.20	£26.62	£14.69	£214.11
9	£39.77	£29.60	£6.17	£20.34	£16.47	£16.26	£9.43	£138.06
10	£76.64	£55.34	£10.65	£39.90	£30.24	£32.77	£17.06	£262.61
11	£84.33	£63.05	£12.26	£42.07	£33.75	£34.26	£19.26	£288.98
12	£81.41	£58.89	£10.98	£40.63	£31.75	£33.04	£17.26	£272.55
13	£110.30	£73.93	£13.70	£48.45	£39.47	£41.23	£21.94	£349.02
14	£58.78	£40.21	£7.16	£25.81	£21.03	£23.11	£11.71	£187.81

Notes

1. Data generated from Experian MicroMarketer report from November 2012 for each Zone within the Primary and Secondary Catchment Area.
2. Information for each Survey Good is then placed within a wider Classification and a proportion of which is worked out from the Total Comparison Goods Expenditure for that zone.

Preston Retail and Leisure Study 2013

Table 4b: Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year Disaggregated by First Choice and Second Choice Destinations (£m)

Zone	Proportion of Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (£m)	Proportion of Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (£m)	Total Clothing and Footwear Goods Expenditure 2012 (£m)
1	75%	£39.00	25%	£13.00	£52.00
2	75%	£42.40	25%	£14.13	£56.53
3	75%	£31.44	25%	£10.48	£41.92
4	75%	£41.08	25%	£13.69	£54.78
5	75%	£84.33	25%	£28.11	£112.45
6	75%	£18.07	25%	£6.02	£24.09
7	75%	£125.40	25%	£41.80	£167.20
8	75%	£45.49	25%	£15.16	£60.65
9	75%	£29.83	25%	£9.94	£39.77
10	75%	£57.48	25%	£19.16	£76.64
11	75%	£63.25	25%	£21.08	£84.33
12	75%	£61.05	25%	£20.35	£81.41
13	75%	£82.73	25%	£27.58	£110.30
14	75%	£44.08	25%	£14.69	£58.78

Notes

1. 2011 Prices.
2. Disaggregation Assumption based on Household Survey results for Questions 7a-7n undertaken in November 2012 by RMG Clarity.
3. Expenditure is taken from Table 4a for Clothing and Footwear goods.

Preston Retail and Leisure Study 2013
 Table 6: Books, CDs, Toys, Jewellery Survey Results and Flows of Expenditure

Zone	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		
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)			
Total Available Expenditure	103		£35.10	102		£39.73	139		£31.13	100		£49.36	63		£33.11	42		£19.34	48		£124.47	59		£34.22	61		£35.54	55		£33.03	65		£56.89	53		£73.93	47		£48.31			
Preston Fulwood	86	83.41%	£29.84	86	84.31%	£32.53	89	66.96%	£21.36	47	47.00%	£16.92	6	9.52%	£2.16	8	21.43%	£4.14	2	4.17%	£5.19	19	32.20%	£12.24	10	16.39%	£4.85	1	1.86%	£1.08	7	12.73%	£8.02	13	21.80%	£12.76	8	13.96%	£10.02	2	4.26%	£1.11
Zone 2	3	2.91%	£1.05	6	5.88%	£2.28	3	2.31%	£0.72	0	0.00%	£0.00	0	0.00%	£0.00	2	4.76%	£0.92	0	0.00%	£0.00	1	1.69%	£0.75	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 3	0	0%	£0.00	0	0%	£0.00	9	6.52%	£2.16	2	1.50%	£0.61	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 4	2	1.94%	£0.70	1	0.98%	£0.38	1	0.71%	£0.24	28	26.00%	£10.47	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Other - Outside Primary	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	7	16.67%	£3.22	32	66.67%	£62.98	18	30.51%	£33.49	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	2	1.54%	£0.48	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	8	13.11%	£3.88	0	0.00%	£0.00	0	0.00%	£0.00	27	45.71%	£46.36	10	21.28%	£18.86			
Southport	1	0.97%	£0.35	0	0.00%	£0.00	2	1.54%	£0.48	2	2.00%	£0.81	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	46	90.20%	£49.91	5	9.09%	£3.73	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Lancaster	1	0.97%	£0.35	0	0.00%	£0.00	0	0.00%	£0.00	1	1.00%	£0.40	21	33.46%	£44.42	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Manchester	2	1.94%	£0.70	2	1.96%	£0.76	3	2.31%	£0.72	5	5.00%	£2.01	0	0.00%	£0.00	2	4.76%	£0.92	0	0.00%	£0.00	1	1.69%	£0.75	0	0.00%	£0.00	2	3.64%	£2.29	3	5.00%	£2.94	4	6.78%	£5.01	1	2.13%	£0.86			
Trarling Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.00%	£0.40	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.64%	£0.49	0	0.00%	£0.00	3	5.00%	£2.94	3	5.08%	£3.76	0	0.00%	£0.00			
Chorley	1	0.97%	£0.35	0	0.00%	£0.00	3	2.31%	£0.72	4	4.00%	£1.61	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.64%	£0.49	0	0.00%	£0.00	1	1.62%	£1.15	27	45.00%	£26.50	0	0.00%	£0.00			
Other Centres not in Top 7	5	4.85%	£1.75	7	6.86%	£2.66	12	9.23%	£3.69	7	7.00%	£2.82	22	37.80%	£31.53	17	40.48%	£47.83	14	29.17%	£36.30	20	33.93%	£14.99	40	66.57%	£39.41	2	3.52%	£2.17	40	72.73%	£65.85	14	23.33%	£13.74	2	11.86%	£9.77	34	72.36%	£29.09
Total Survey Responses	103		£35.10	102		£39.73	139		£31.13	100		£49.36	63		£33.11	42		£19.34	48		£124.47	59		£34.22	61		£35.54	55		£33.03	65		£56.89	53		£73.93	47		£48.31			

Notes
 1. 2011 Prices.
 2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarity in November 2012.
 3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Experian Micro-market report generated in November 2012.

Preston Retail and Leisure Study 2013
Table 10: Electrical goods (including audio-visual) Survey Results and Flows of Expenditure

Zone	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					
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)						
Total Available Expenditure	72		£19.95	64		£20.20	69		£18.49	64		£22.69	42		£46.38	30		£11.56	30		£75.64	31		£26.62	46		£16.26	28		£32.77	36		£34.26	29		£33.04	40		£41.23	33		£23.11			
Preston	64	88.9%	£17.73	43	79.6%	£16.08	36	52.1%	£9.65	45	70.3%	£16.55	0	0.0%	£0.00	10	33.3%	£3.83	2	6.7%	£5.04	9	29.0%	£7.73	11	23.9%	£3.89	0	0.0%	£0.00	1	2.8%	£0.95	7	24.1%	£7.59	5	12.5%	£5.15	2	5.9%	£1.40			
Fulwood	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00
Zone 2	2	2.7%	£0.55	4	7.4%	£1.50	2	2.9%	£0.64	0	0.0%	£0.00	0	0.0%	£0.00	1	3.3%	£0.38	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	3.4%	£1.14	0	0.0%	£0.00	0	0.0%	£0.00			
Overdale Shopping Park	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Docklands Retail Park	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Zone 3	2	2.7%	£0.55	0	0.0%	£0.00	1	1.4%	£0.27	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Barbier Bridge	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Penwortham	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Zone 4	0	0.0%	£0.00	0	0.0%	£0.00	4	5.8%	£1.07	7	10.9%	£2.48	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	2.7%	£0.95	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Leyland	0	0.0%	£0.00	0	0.0%	£0.00	4	5.8%	£1.07	7	10.9%	£2.48	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	2.7%	£0.95	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Capitol Centre, Walton le Dale	0	0.0%	£0.00	3	5.5%	£1.12	17	24.6%	£4.56	6	9.3%	£2.13	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	3.4%	£1.14	0	0.0%	£0.00	0	0.0%	£0.00						
Other - Outside Primary Catchment	0	0.0%	£0.00	0	0.0%	£0.00	1	1.4%	£0.27	0	0.0%	£0.00	0	0.0%	£0.00	10	33.3%	£3.83	20	66.7%	£25.56	17	54.8%	£4.60	0	0.0%	£0.00	0	0.0%	£0.00	1	2.7%	£0.95	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Blackburn	0	0.0%	£0.00	0	0.0%	£0.00	1	1.4%	£0.27	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	12	26.0%	£4.24	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	32	80.0%	£32.99	16	48.4%	£11.20
Blackburn	0	0.0%	£0.00	0	0.0%	£0.00	1	1.4%	£0.27	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Couper	0	0.0%	£0.00	0	0.0%	£0.00	1	1.5%	£0.35	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	25	69.2%	£25.26	12	33.3%	£11.42	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00			
Lancaster	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	34	80.9%	£37.54	5	16.8%	£1.92	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00						
Manchester	0	0.0%	£0.00	1	1.8%	£0.37	2	2.9%	£0.64	1	1.6%	£0.35	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	2.1%	£0.35	0	0.0%	£0.00	0	0.0%	£0.00	2	5.0%	£2.06	0	0.0%	£0.00						
Trafford Centre	1	1.3%	£0.26	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	1	2.1%	£0.35	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	3	10.3%	£3.42	0	0.0%	£0.00			
Chorley	0	0.0%	£0.00	0	0.0%	£0.00	1	1.6%	£0.35	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	0	0.0%	£0.00	14	48.2%	£15.95	0	0.0%	£0.00			
Other Centres not in Top 7	3	4.1%	£0.83	3	5.5%	£1.12	5	7.2%	£1.34	3	4.6%	£1.06	8	19.0%	£3.83	4	13.3%	£1.53	2	6.7%	£1.64	5	16.1%	£4.29	21	55.6%	£7.42	3	10.7%	£3.51	20	65.6%	£20.03	2	10.3%	£3.42	1	2.9%	£1.03						
Total Survey Responses	72	100.0%	£19.95	64	100.0%	£20.20	69	100.0%	£18.49	64	100.0%	£22.69	42	100.0%	£46.38	30	100.0%	£11.56	30	100.0%	£75.64	31	100.0%	£26.62	46	100.0%	£16.26	28	100.0%	£32.77	36	100.0%	£34.26	29	100.0%	£33.04	40	100.0%	£41.23	33	100.0%	£23.11			

Notes:
1. 2011 Prices.
2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarity in November 2012.
3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Expert Micro-market report generated in November 2012.

Preston Retail and Leisure Study 2013

Table 12: Overall Comparison Goods Flows of Expenditure 2012 (£m) (All Goods Categories)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)										Total from PCA (£m)	Inflow from Outside PCA (£m)	Total Comparison Goods Turnover (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14			
Zone 1																	
Preston City Centre	£133.21	£134.55	£89.84	£96.57	£25.06	£24.05	£39.56	£60.31	£29.14	£7.38	£21.85	£61.20	£37.83	£8.47	£454.17	£314.84	£769.01
Fulwood	£1.22	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£1.42	£0.75	£2.16
Total	£134.43	£134.75	£89.84	£96.57	£25.06	£24.05	£39.56	£60.31	£29.89	£7.38	£21.85	£61.20	£37.83	£8.47	£455.58	£315.59	£771.17
Zone 2																	
Deepdale Shopping Park	£6.94	£12.53	£1.64	£1.03	£0.00	£1.99	£0.00	£1.86	£0.82	£0.00	£0.00	£2.09	£0.00	£0.00	£22.13	£6.74	£28.88
Docklands Retail Park	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25
Total	£7.19	£12.53	£1.64	£1.03	£0.00	£1.99	£0.00	£1.86	£0.82	£0.00	£0.00	£2.09	£0.00	£0.00	£22.39	£6.74	£29.13
Zone 3																	
Bamber Bridge	£0.55	£0.24	£11.51	£4.99	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£5.27	£4.70	£0.00	£0.00	£17.29	£10.18	£27.47
Penwortham	£0.00	£0.00	£1.87	£3.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.62	£0.00	£5.62
Total	£0.55	£0.24	£13.38	£8.74	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£5.27	£4.70	£0.00	£0.00	£22.91	£10.18	£33.09
Zone 4																	
Leyland	£1.79	£1.36	£4.08	£38.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.08	£1.58	£0.00	£0.35	£45.24	£5.02	£50.26
Capitol Centre, Walton le Dale	£1.22	£4.09	£9.93	£5.29	£1.78	£0.00	£0.00	£1.46	£0.71	£1.01	£0.95	£1.88	£2.02	£0.00	£20.52	£9.81	£30.33
Total	£3.01	£5.45	£14.01	£43.29	£1.78	£0.00	£0.00	£1.46	£0.71	£1.01	£4.03	£3.46	£2.02	£0.35	£65.76	£14.83	£80.58
Total Across PCA	£145.18	£152.96	£118.87	£149.63	£26.84	£26.03	£39.56	£63.62	£31.63	£8.39	£31.15	£71.45	£39.85	£8.82	£566.63	£347.34	£913.97
Blackpool	£1.48	£0.87	£0.50	£0.17	£4.76	£20.05	£403.93	£80.87	£0.00	£0.00	£0.95	£0.00	£0.00	£0.00	£3.02	£510.56	£513.58
Blackburn	£1.36	£1.21	£2.48	£1.22	£0.00	£0.00	£2.29	£1.49	£19.60	£43.11	£19.77	£3.05	£181.41	£35.58	£6.28	£306.29	£312.57
Southport	£1.66	£0.29	£1.00	£3.94	£0.72	£0.00	£1.82	£1.12	£7.58	£170.37	£46.52	£1.42	£54.73	£13.22	£6.88	£297.49	£304.37
Lancaster	£3.47	£1.75	£1.15	£3.11	£176.45	£11.28	£2.24	£0.76	£0.47	£3.08	£1.98	£4.07	£8.91	£2.64	£9.48	£211.88	£221.36
Manchester	£7.58	£5.12	£6.49	£8.57	£4.66	£1.90	£7.69	£4.41	£1.88	£6.72	£5.56	£9.91	£23.53	£6.31	£27.76	£72.58	£100.34
Trafford Centre	£1.01	£4.42	£0.79	£2.52	£2.28	£0.76	£0.00	£1.44	£2.94	£0.00	£6.29	£13.64	£9.30	£1.09	£8.74	£37.73	£46.47
Chorley	£0.88	£0.58	£2.06	£4.63	£1.62	£0.00	£0.00	£0.00	£0.49	£0.00	£1.15	£121.70	£1.41	£0.00	£8.14	£126.37	£134.51
Other Centres not in Top 7	£8.46	£16.03	£12.28	£17.54	£124.44	£29.93	£121.31	£61.88	£74.42	£34.02	£182.54	£56.86	£42.61	£102.09	£54.31	£830.09	£884.40
Total Other Centres	£25.90	£30.27	£26.75	£41.69	£314.93	£63.92	£539.27	£151.97	£107.38	£257.30	£264.75	£210.65	£321.89	£160.94	£124.60	£2,393.00	£2,517.60

Notes

1. 2011 Prices.
2. Trade Flows based upon survey results inputted into Tables 5-11 and proportioned against comparison goods expenditure available within each survey good classification as outlined in Working Table 4a.
3. Market Share of each zone from Primary Catchment Area is calculated by dividing Survey Derived Turnover of Facilities within each respective zone by Total Comparison Goods Expenditure for Total PCA.

Preston Retail and Leisure Study 2013

Table 13: Estimated Comparison Goods Market Share by Zone in 2012 (%)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Total Available Expenditure	£168.35	£180.17	£144.01	£188.06	£382.32	£91.80	£576.59	£214.11	£138.06	£262.61	£288.98	£272.55	£349.02	£187.81
Zone 1														
Preston City Centre	79.13%	74.68%	62.39%	51.35%	6.55%	26.20%	6.86%	28.17%	21.11%	2.81%	7.56%	22.46%	10.84%	4.51%
Fulwood	0.72%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 1	79.85%													
Zone 2														
Deepdale Shopping Park	4.12%	6.95%	1.14%	0.55%	0.00%	2.16%	0.00%	0.87%	0.59%	0.00%	0.00%	0.77%	0.00%	0.00%
Docklands Retail Park	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 2	6.95%													
Zone 3														
Bamber Bridge	0.33%	0.13%	7.99%	2.65%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	1.82%	1.72%	0.00%	0.00%
Penwortham	0.00%	0.00%	1.30%	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 3	9.29%													
Zone 4														
Leyland	1.06%	0.75%	2.83%	20.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.58%	0.00%	0.19%
Capitol Centre, Walton le Dale	0.72%	2.27%	6.90%	2.81%	0.47%	0.00%	0.00%	0.68%	0.51%	0.38%	0.33%	0.69%	0.58%	0.00%
Retention Rate Zone 4	23.02%													
Other Centres outside of PCA														
Blackpool	0.88%	0.49%	0.35%	0.09%	1.25%	21.84%	70.05%	37.77%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%
Blackburn	0.81%	0.67%	1.72%	0.65%	0.00%	0.00%	0.40%	0.69%	14.20%	16.42%	6.84%	1.12%	51.98%	18.95%
Southport	0.98%	0.16%	0.69%	2.10%	0.19%	0.00%	0.32%	0.52%	5.49%	64.87%	16.10%	0.52%	15.68%	7.04%
Lancaster	2.06%	0.97%	0.80%	1.65%	46.15%	12.29%	0.39%	0.35%	0.34%	1.17%	0.68%	1.49%	2.55%	1.41%
Manchester	4.50%	2.84%	4.51%	4.55%	1.22%	2.07%	1.33%	2.06%	1.36%	2.56%	1.92%	3.64%	6.74%	3.36%
Trafford Centre	0.60%	2.45%	0.55%	1.34%	0.60%	0.83%	0.00%	0.67%	2.13%	0.00%	2.18%	5.00%	2.66%	0.58%
Chorley	0.52%	0.32%	1.43%	2.46%	0.42%	0.00%	0.00%	0.00%	0.35%	0.00%	0.40%	44.65%	0.41%	0.00%
Other Centres not in Top 7	5.03%	8.90%	8.53%	9.32%	32.55%	32.61%	21.04%	28.90%	53.90%	12.95%	63.17%	20.86%	12.21%	54.36%

Notes

1. Market Shares worked out by the flows of expenditure expressed in Table 12 and divided by the total amount of comparison expenditure per Zone in Table 13.
2. 2011 Prices.

Table 14: Turnover of Existing Comparison Goods Floorspace Provision within PCA in 2012

Centre / Facility	Gross Comparison / Convenience Goods Floorspace (sq. m)	Net Comparison Goods Floorspace (sq. m)	Benchmark Turnover per sq. m (£/sq.m) 2012	Total Comparison Goods Turnover Potential 2012 (£m)	Total Comparison Goods Turnover Potential 2013 (£m)	Total Comparison Goods Turnover Potential 2017 (£m)	Total Comparison Goods Turnover Potential 2022 (£m)	Total Comparison Goods Turnover Potential 2027 (£m)
Zone 1 - Preston West								
Preston City Centre		77,565	£5,375	£416.91	£421.91	£458.49	£504.22	£551.27
Aldi, Corporation Street	1,290	258	£6,000	£1.55	£1.57	£1.70	£1.87	£2.05
Tesco Express, Friargate	250	25	£9,763	£0.24	£0.25	£0.27	£0.30	£0.32
Cool Trader, Preston Indoor Market	279	50	£8,987	£0.45	£0.46	£0.50	£0.55	£0.60
Iceland, Lowthian House, Market Street	-	30	£7,922	£0.24	£0.24	£0.26	£0.29	£0.31
Lidl, West Strand	929	214	£1,493	£0.32	£0.32	£0.35	£0.39	£0.42
Tesco Express, Blackpool Road	209	21	£9,763	£0.20	£0.21	£0.22	£0.25	£0.27
Co-op, Plungington Lane	112	20	£4,533	£0.09	£0.09	£0.10	£0.11	£0.12
EH Booth, Woodplumpton Lane	297	42	£5,876	£0.24	£0.25	£0.27	£0.30	£0.32
Late Shop, Granton Walk	186	33	£4,452	£0.15	£0.15	£0.16	£0.18	£0.20
Late Shop, Norbreck Road	214	39	£4,452	£0.17	£0.17	£0.19	£0.21	£0.23
Late Shop, Pungington Road	112	20	£4,452	£0.09	£0.09	£0.10	£0.11	£0.12
One Stop, Moor Lane	140	25	£4,452	£0.11	£0.11	£0.12	£0.14	£0.15
Local Centres								
Longsands Lane	1,126	145	£2,000	£0.29	£0.29	£0.32	£0.35	£0.38
Ashton Lane Ends	5,704	2,072	£2,000	£4.14	£4.19	£4.56	£5.01	£5.48
Plungington Road	5,156	1,877	£2,000	£3.75	£3.80	£4.13	£4.54	£4.96
Out of Centre								
Deepdale Shopping Park	30,154	21,939	£6,000	£124.40	£125.89	£136.81	£150.45	£164.49
Queens Retail Park	13,572	11,500	£3,500	£57.02	£57.70	£62.70	£68.96	£75.39
Morrison's, Mariners Way	4,047	809	£8,620	£6.97	£7.06	£7.67	£8.43	£9.22
Total				£617.35	£624.76	£678.92	£746.64	£816.30
Zone 2 - Preston East								
Preston Foodstores								
ASDA, Fulwood	6,367	2,865	£8,014	£22.96	£23.24	£25.25	£27.77	£30.36
Sainsbury's, Deepdale	4,300	989	£6,794	£6.72	£6.80	£7.39	£8.13	£8.88
M&S, Deepdale Shopping Park	2,114	1,586	£5,454	£8.65	£8.75	£8.96	£9.18	£9.42
Out of Centre								
Riversway Retail Park	11,985	8,390	£3,500	£29.36	£29.72	£32.29	£35.51	£38.83
Local Centres								
New Hall Lane	6,401	1,373	£2,000	£2.75	£2.78	£3.02	£3.32	£3.63
Tesco Express, Church Street	231	23	£9,763	£0.23	£0.23	£0.25	£0.27	£0.30
Aldi, Blackpool Road	1,211	315	£2,668	£0.84	£0.85	£0.92	£1.02	£1.11
Iceland, North Road	-	2	£7,922	£0.02	£0.02	£0.02	£0.02	£0.02
Somerfield, Deepdale Road	1,039	187	£4,533	£0.85	£0.86	£0.93	£1.03	£1.12
Co-op, Berry Lane, Longridge	353	64	£4,533	£0.29	£0.29	£0.32	£0.35	£0.38
Tesco Express, Longsands Lane	160	16	£9,763	£0.16	£0.16	£0.17	£0.19	£0.21
Tesco Express, Ribblesdale Avenue	204	20	£9,763	£0.20	£0.20	£0.22	£0.24	£0.26
EH Booth, Sharoe Green	1,394	195	£5,876	£1.15	£1.16	£1.26	£1.39	£1.52
One Stop, Ribblesdale Avenue	140	25	£4,452	£0.11	£0.11	£0.12	£0.14	£0.15
Sainsbury's, Ingelwhite Road	1,115	312	£6,794	£2.12	£2.15	£2.33	£2.57	£2.80
Co-op, Ribblesdale Avenue	149	27	£4,533	£0.12	£0.12	£0.13	£0.15	£0.16
Late Shop, Harewood Road	167	30	£4,452	£0.13	£0.13	£0.14	£0.15	£0.18
Ribblesdale Lane	4,571	155	£2,000	£0.31	£0.31	£0.34	£0.37	£0.41
Ribblesdale Avenue	1,897	324	£2,000	£0.65	£0.66	£0.71	£0.78	£0.86
Sharoe Green	2,736	276	£2,000	£0.55	£0.56	£0.61	£0.67	£0.73
Miller Road	1,674	83	£2,000	£0.17	£0.17	£0.18	£0.20	£0.22
Blackpool Road / Woodplumpton Road	6,420	1,690	£2,000	£3.38	£3.42	£3.72	£4.09	£4.47
Total				£81.70	£82.68	£89.30	£97.53	£106.01
Zone 3 - South Ribble								
Penwortham District Centre								
Sainsbury's Local, Birch Avenue	6,090	1,272	£3,000	£3.82	£3.86	£4.20	£4.62	£5.05
Co-op, Pope Lane	426	124	£6,907	£0.86	£0.87	£0.94	£1.04	£1.13
	344	61.92	£4,533	£0.28	£0.28	£0.31	£0.34	£0.37
Bamber Bridge District Centre								
Sainsbury's, Cuerdon Way	9,008	3,210	3,000	£9.63	£9.75	£10.59	£11.65	£12.73
Morrison's, Station Road	4,556	1,367	£6,794	£9.29	£9.40	£10.21	£11.23	£12.28
Aldi, Cuerdon Way	1,152	276	£8,620	£2.38	£2.41	£2.47	£2.53	£2.60
	1,125	293	£2,690	£0.79	£0.80	£0.82	£0.84	£0.86
Total				£27.04	£27.36	£29.54	£32.23	£35.01
Zone 4 - Leyland								
Leyland Town Centre								
Tesco Extra, Towngate	7,033	4,615	£3,000	£13.85	£14.01	£15.23	£16.74	£18.31
Foodstores								
Lidl, Churchill Way	6,034	2,112	£8,005	£16.91	£17.11	£18.59	£20.45	£22.35
ASDA Local, Towngate	1,064	213	£1,493	£0.32	£0.32	£0.35	£0.38	£0.42
Morrison's, Olympian Way	928	93	£8,014	£0.75	£0.75	£0.82	£0.90	£0.99
EH Booth, Millbrook Way	3,623	906	£8,620	£7.61	£7.90	£8.59	£9.45	£10.33
Iceland, Hough Lane	1,340	188	£5,876	£1.10	£1.12	£1.14	£1.17	£1.20
Aldi, Towngate	484	145	£7,922	£1.15	£1.16	£1.19	£1.22	£1.25
Late Shop, Dunkirk Lane	1,048	272	£2,668	£0.73	£0.74	£0.75	£0.77	£0.79
Tesco Express, Leyland Lane	198	36	£4,452	£0.16	£0.16	£0.17	£0.17	£0.17
EH Booth, Liverpool Road	217	22	£9,763	£0.21	£0.21	£0.22	£0.22	£0.23
Tesco Express, Pendle Road	1,124	157	£5,876	£0.92	£0.94	£0.96	£0.98	£1.01
	198	20	£9,763	£0.19	£0.20	£0.20	£0.21	£0.21
Out of Centre								
Capitol Shopping Centre - Walton le Dale	14,028	9,820	£3,000	£29.46	£29.81	£32.40	£35.63	£38.95
Waitrose, Capitol Shopping Centre - Walton le Dale	2,788	1,659	£13,240	£21.96	£22.23	£22.76	£23.31	£23.92
Total				£95.51	£96.66	£103.36	£111.60	£120.13
Total Across PCA				£821.61	£831.47	£901.12	£988.01	£1,077.46

Notes

- Those in 2010 prices grown to 2012 with Sales Density of 0.8% in 2011 and 1.5% in 2012 for Comparison Goods (taken from Experian Retail Planning Note 10, Figure 4b, September 2012)
- All others in 2011 prices.
- Tesco Express assumed Turnover of £9,542 taken from Verdict 2011.
- Sainsbury's Local assumed Turnover of £6,751 taken from Verdict 2011.
- Assumed that for Tesco Express - 10% of net floorspace is for comparison goods.
- Those facilities where a net figure was not available it has been assumed that 70% of the gross floorspace is sales area.

Table 15: Estimated Turnover of Committed Comparison Goods Floorspace in 2012

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Comparison Goods Turnover 2012 (per sq.m)	Comparison Goods Turnover in 2013 (£m)	Comparison Goods Turnover in 2017 (£m)	Comparison Goods Turnover in 2022 (£m)	Comparison Goods Turnover in 2027 (£m)
06/2008/0877	Broomfield Mill Street and Frank Street	Marcus Worthington Properties	07-Aug-09	Erection of 4no bulky goods retail units (Class A1, 4419sqm) including closure of part of Broomfield Mill Street, construction of car park with access from Southgate (amended scheme to 06/2006/0900 with respect to phase 2 of that permission).	2013	4,420	3,536	3,536	£4,000	£14.31	£15.55	£17.11	£18.70
06/2010/0810	Land adjacent to Deepdale Shopping Park	Deepdale Co-Ownership Trust	20-Oct-11	Erection of 3no. non-food retail units (4180 sq m gross internal area), 6no. business/industrial/warehouse units (Class B1/B2/B8) (2113 sq m), site management office and associated off-site highway works, car parking, servicing and landscaping (application for extension of time limit to previously approved planning application 06/2005/1005).	2013	4,180	3,344	3,344	£5,000	£16.92	£18.39	£20.22	£22.11
06/2011/0211	Site at Corporation Street / Marsh Lane / Edward Street	Stonewell Property Co Ltd	09-Jun-11	Erection of building comprising 4, 5 and 6 storey elements with 5 Class A1 retail units on part of ground floor - See comments for rest of description.	2013	532	426	426	£4,000	£1.72	£1.87	£2.06	£2.25
06/2008/0266	Greenbank Street, Preston	Goss Graphic Systems Ltd	08-May-08	Mixed use development (following demolition of existing Goss Graphic Systems Ltd buildings) comprising Class C3 residential (208 apartment units over 4 storeys, 87 family housing units over 2/3 storeys) and 370 student accommodation rooms - see other notes.	2013	523	418	418	£4,000	£1.69	£1.84	£2.02	£2.21
06/2011/0987	106-11 Friargate and Great Shaw Street	The Administrators of Point Developments	16-Mar-12	Class A1 retail (583 sq.m) on ground floor.	2013	583	466	466	£4,000	£1.89	£2.05	£2.26	£2.47
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	£8,005	£7.67	£8.34	£9.17	£10.02
06/2011/0681	Blackpool Road, Ribbleson	James Hall & Co - Morrisons	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleson Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	£8,620	£5.83	£6.33	£6.96	£7.61
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02-Apr-12	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	£5,876	£3.18	£3.46	£3.80	£4.16
							942	942	£4,000	£3.81	£4.15	£4.56	£4.98
Total Commitments										£57.03	£61.98	£68.16	£74.52

Notes:

- Floorspace figures taken from a list of commitments provided by Preston City Council and taken from the Public Access system.
- Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 16: Calculation of Potential All Comparison Goods Capacity across the Test Years within the PCA - Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£730.31	£970.79	£1,403.72	£2,080.69
Market Share (%)	83.26%	83.26%	83.26%	83.26%
Total Available Expenditure Retained (£m)	£608.03	£808.25	£1,168.69	£1,732.31
Inflow From Other Zones (5-14) (£m)	£351.51	£381.98	£420.08	£459.27
Total Expenditure to Support Floorspace (£)	£959.54	£1,190.22	£1,588.77	£2,191.58
Benchmark Turnover of Existing Facilities (£m)	£831.47	£901.12	£988.01	£1,077.46
Turnover of Commitments (£m)	£57.03	£61.98	£68.16	£74.52
Expenditure Available To Support New Floorspace (£m)	£71.04	£227.13	£532.60	£1,039.60
Average PCA turnover per sq m (£)	£5,440	£5,911	£6,501	£7,107
Net Floorspace Equivalent (sq m)	13,059	38,425	81,931	146,275

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 12 and 13 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10 - Figure 4b (September 2012).
4. Turnover of Commitments taken from Table 8 with dates for delivery of schemes staggered across the test years.
5. Survey Derived Turnover taken from Working Table 2 - grown forward across test years using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012).
6. Benchmark turnover for each Centre /Facility calculated in Table 14 and projected forward using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012) and informed by Verdict 2011.
7. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.



Appendix 3c - Comparison Goods Capacity Assessment - Forecast Growth

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Preston Retail and Leisure Study 2013
Comparison Goods Capacity Assessment

Index of Comparison Goods Tables

Table	Content
Table 1	Study Area Population Projections
Table 2a	Study Area Comparison Goods Expenditure Per Head (without NSRT Deduction)
Table 2b	Study Area Comparison Goods Expenditure Per Head (with NSRT Deduction)
Table 3	Study Area Total Available Comparison Goods Expenditure
Table 4a	Total Available Expenditure in 2012 Base Year disaggregated by Goods Category
Table 4b	Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year disaggregated by First Choice and Second Choice Destinations
Table 5a	First Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 5b	Second Choice Clothing and Footwear Market Share and Flows of Expenditure in 2012
Table 6	Books, CDs, Toys and Jewellery Market Share and Flows of Expenditure in 2012
Table 7	Household Goods Market Share and Flows of Expenditure in 2012
Table 8	Chemist Goods, Toiletries and Cosmetics Market Share and Flows of Expenditure in 2012
Table 9	Furniture Carpets and Soft Furnishings Market Share and Flows of Expenditure in 2012
Table 10	Electrical Goods Market Share and Flows of Expenditure in 2012
Table 11	DIY and Hardware Goods Market Share and Flows of Expenditure in 2012
Table 12	Total Comparison Goods Flows of Expenditure in 2012
Table 13	Comparison Goods Market Share of Facilities Within The Primary Study Area in 2012
Table 14	Benchmark Comparison Goods Turnover of Facilities Within the Primary Study Area
Table 15	Benchmark Comparison Goods Turnover of Commitments Within the Primary Study Area
Table 16	Primary Catchment Area Comparison Goods Expenditure Capacity

Preston Retail and Leisure Study 2013

Table 1: Study Area Population Projections

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	64,890	65,209	65,537	65,730	65,955	66,189	66,396	66,551	66,729	66,840	66,969	67,108	67,285	67,461	67,605	67,768	67,965
2	75,850	76,210	76,483	76,779	77,064	77,364	77,670	77,978	78,224	78,508	78,759	79,049	79,336	79,676	80,032	80,389	80,747
3	48,196	48,406	48,718	48,986	49,244	49,587	49,872	50,140	50,473	50,784	51,084	51,341	51,588	51,842	52,057	52,243	52,459
4	66,381	66,698	66,953	67,269	67,647	67,930	68,242	68,625	68,945	69,309	69,639	70,002	70,293	70,589	70,919	71,192	71,427
Total PCA	255,317	256,523	257,691	258,764	259,910	261,070	262,180	263,294	264,371	265,441	266,451	267,500	268,502	269,568	270,613	271,592	272,598
5	143,264	143,921	144,609	145,966	146,704	147,414	147,414	148,137	148,866	149,563	150,287	151,130	152,044	152,989	153,949	154,881	155,848
6	30,945	31,141	31,266	31,376	31,440	31,570	31,690	31,748	31,958	32,100	32,236	32,357	32,435	32,582	32,691	32,778	32,884
7	224,249	224,608	225,144	225,691	226,340	226,940	227,648	228,427	229,089	229,890	230,738	231,605	232,482	233,249	234,085	234,927	235,706
8	71,216	71,387	71,539	71,751	71,948	72,186	72,413	72,689	72,982	73,281	73,590	73,917	74,268	74,570	74,880	75,192	75,447
9	44,581	44,754	44,981	45,213	45,396	45,590	45,781	45,992	46,224	46,440	46,680	46,899	47,101	47,920	47,483	47,675	47,834
10	93,414	92,880	92,447	92,202	91,856	91,407	91,056	90,860	90,627	90,492	90,327	90,118	89,933	89,736	89,636	89,437	89,273
11	104,308	104,470	104,833	105,073	105,342	105,630	105,928	106,219	106,486	106,807	107,076	107,358	107,659	107,937	108,212	108,422	108,615
12	94,580	95,090	95,551	96,056	96,582	97,096	97,653	98,205	98,764	99,284	99,820	100,351	100,855	101,298	101,693	102,131	102,519
13	151,228	151,555	151,855	152,222	152,583	152,951	153,346	153,747	154,161	154,562	154,970	155,315	155,648	155,959	156,260	156,511	156,754
14	79,299	79,279	79,300	79,359	79,412	79,471	79,570	79,678	79,791	79,908	80,038	80,131	80,228	80,325	80,394	80,468	80,525
Total Secondary Catchment Area	1,037,084	1,039,085	1,041,525	1,044,909	1,047,603	1,050,255	1,052,499	1,055,702	1,058,948	1,062,327	1,065,762	1,069,181	1,072,653	1,076,565	1,079,283	1,082,422	1,085,405
Overall Total	1,292,401	1,295,608	1,299,216	1,303,673	1,307,513	1,311,325	1,314,679	1,318,996	1,323,319	1,327,768	1,332,213	1,336,681	1,341,155	1,346,133	1,349,896	1,354,014	1,358,003

Notes

1. Population taken from Experian MicroMarketer report dated November 2012.
2. Population projections taken from Experian MicroMarketer report dated November 2012.
3. Population projections used by Experian are informed by the interim ONS Interim figures which include the 2011 Census results.

Preston Retail and Leisure Study 2013

Table 2a: Comparison Goods Expenditure per head (£) including Non Store Retail Trade

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£2,658	£2,695	£2,744	£2,810	£2,891	£2,975	£3,061	£3,150	£3,241	£3,335	£3,432	£3,532	£3,634	£3,739	£3,848	£3,959	£4,074
2	£2,434	£2,468	£2,513	£2,573	£2,647	£2,724	£2,803	£2,884	£2,968	£3,054	£3,143	£3,234	£3,328	£3,424	£3,524	£3,626	£3,731
3	£3,063	£3,106	£3,162	£3,238	£3,332	£3,428	£3,528	£3,630	£3,735	£3,843	£3,955	£4,070	£4,188	£4,309	£4,434	£4,563	£4,695
4	£2,903	£2,944	£2,997	£3,069	£3,158	£3,249	£3,343	£3,440	£3,540	£3,643	£3,748	£3,857	£3,969	£4,084	£4,202	£4,324	£4,450
PCA Average	£2,765	£2,803	£2,854	£2,922	£3,007	£3,094	£3,184	£3,276	£3,371	£3,469	£3,570	£3,673	£3,780	£3,889	£4,002	£4,118	£4,237
5	£2,735	£2,773	£2,823	£2,891	£2,975	£3,061	£3,150	£3,241	£3,335	£3,432	£3,531	£3,634	£3,739	£3,848	£3,959	£4,074	£4,192
6	£3,035	£3,077	£3,133	£3,208	£3,301	£3,397	£3,495	£3,597	£3,701	£3,808	£3,919	£4,032	£4,149	£4,270	£4,394	£4,521	£4,652
7	£2,643	£2,680	£2,728	£2,794	£2,875	£2,958	£3,044	£3,132	£3,223	£3,316	£3,413	£3,512	£3,613	£3,718	£3,826	£3,937	£4,051
8	£3,088	£3,131	£3,188	£3,264	£3,359	£3,456	£3,556	£3,660	£3,766	£3,875	£3,987	£4,103	£4,222	£4,344	£4,470	£4,600	£4,733
9	£3,176	£3,220	£3,278	£3,357	£3,454	£3,555	£3,658	£3,764	£3,873	£3,985	£4,101	£4,220	£4,342	£4,468	£4,598	£4,731	£4,868
10	£2,911	£2,952	£3,005	£3,077	£3,166	£3,258	£3,353	£3,450	£3,550	£3,653	£3,759	£3,868	£3,980	£4,095	£4,214	£4,336	£4,462
11	£2,848	£2,888	£2,940	£3,010	£3,098	£3,188	£3,280	£3,375	£3,473	£3,574	£3,677	£3,784	£3,894	£4,007	£4,123	£4,242	£4,365
12	£2,951	£2,992	£3,046	£3,119	£3,210	£3,303	£3,399	£3,497	£3,599	£3,703	£3,810	£3,921	£4,035	£4,152	£4,272	£4,396	£4,523
13	£2,371	£2,404	£2,447	£2,506	£2,579	£2,653	£2,731	£2,810	£2,891	£2,975	£3,061	£3,150	£3,242	£3,336	£3,432	£3,532	£3,634
14	£2,439	£2,473	£2,518	£2,578	£2,653	£2,730	£2,809	£2,890	£2,974	£3,060	£3,149	£3,241	£3,335	£3,431	£3,531	£3,633	£3,738
Secondary Catchment Area Average	£2,820	£2,859	£2,911	£2,980	£3,067	£3,156	£3,247	£3,342	£3,438	£3,538	£3,641	£3,746	£3,855	£3,967	£4,082	£4,200	£4,322

Notes

- 2011 Base Expenditure per Head for each zone from Experian MicroMarketer (November 2012).
- Expenditure per Head projected forwards utilising Table 1a of Experian Retail Planner Briefing Note 10.1 (September 2012) (Forecast growth rate applied).
- Primary and Secondary Catchment Area Averages are provided for presentational purposes only.
- 2011 Prices.

Table 2b: Comparison Goods Expenditure per head (£) excluding Non Store Retail Trade

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£2,421	£2,428	£2,449	£2,487	£2,540	£2,591	£2,643	£2,699	£2,758	£2,820	£2,891	£2,967	£3,051	£3,139	£3,230	£3,324	£3,420
2	£2,217	£2,224	£2,243	£2,278	£2,326	£2,373	£2,421	£2,471	£2,525	£2,582	£2,648	£2,717	£2,794	£2,875	£2,958	£3,044	£3,132
3	£2,790	£2,798	£2,823	£2,866	£2,927	£2,986	£3,046	£3,110	£3,178	£3,250	£3,332	£3,420	£3,516	£3,617	£3,722	£3,830	£3,941
4	£2,644	£2,652	£2,675	£2,716	£2,774	£2,830	£2,887	£2,947	£3,012	£3,080	£3,158	£3,241	£3,332	£3,429	£3,528	£3,630	£3,736
PCA Average	£2,518	£2,526	£2,548	£2,587	£2,642	£2,695	£2,749	£2,807	£2,868	£2,933	£3,007	£3,086	£3,173	£3,265	£3,360	£3,457	£3,557
5	£2,491	£2,499	£2,520	£2,559	£2,613	£2,666	£2,720	£2,777	£2,837	£2,902	£2,975	£3,053	£3,139	£3,230	£3,324	£3,420	£3,519
6	£2,764	£2,773	£2,797	£2,840	£2,900	£2,959	£3,018	£3,081	£3,148.64	£3,220	£3,302	£3,388	£3,483	£3,584	£3,688	£3,795	£3,905
7	£2,407	£2,415	£2,436	£2,473	£2,525	£2,577	£2,628	£2,683	£2,742	£2,804	£2,875	£2,951	£3,033	£3,121	£3,212	£3,305	£3,401
8	£2,812	£2,821	£2,846	£2,890	£2,951	£3,010	£3,071	£3,135	£3,204	£3,276	£3,359	£3,447	£3,544	£3,647	£3,753	£3,862	£3,974
9	£2,893	£2,902	£2,927	£2,972	£3,035	£3,096	£3,158	£3,225	£3,295	£3,370	£3,455	£3,546	£3,645	£3,751	£3,860	£3,972	£4,087
10	£2,651	£2,660	£2,683	£2,724	£2,782	£2,838	£2,895	£2,956	£3,020	£3,088	£3,167	£3,250	£3,341	£3,438	£3,538	£3,640	£3,746
11	£2,594	£2,602	£2,625	£2,665	£2,721	£2,776	£2,832	£2,892	£2,955	£3,022	£3,098	£3,179	£3,269	£3,364	£3,461	£3,561	£3,665
12	£2,688	£2,696	£2,719	£2,761	£2,820	£2,877	£2,935	£2,996	£3,061	£3,131	£3,210	£3,294	£3,387	£3,485	£3,586	£3,690	£3,797
13	£2,159	£2,166	£2,185	£2,219	£2,266	£2,311	£2,358	£2,407	£2,460	£2,515	£2,579	£2,647	£2,721	£2,800	£2,881	£2,965	£3,051
14	£2,221	£2,228	£2,248	£2,282	£2,331	£2,378	£2,426	£2,476	£2,530	£2,588	£2,653	£2,723	£2,799	£2,881	£2,964	£3,050	£3,138
Secondary Catchment Area Average	£2,568	£2,576	£2,598	£2,638	£2,694	£2,749	£2,804	£2,863	£2,925	£2,992	£3,067	£3,148	£3,236	£3,330	£3,427	£3,526	£3,628

Notes

- Base Expenditure per Head for each zone from Table 2a.
- Base comparison goods expenditure per head for 2011-2027 projected forward utilising forecast Growth Rates from Table 1a of Experian Retail Planner Briefing Note 10.1 (September 2012).
- NSRT = Non-store Retail Trade - the proportion of retail expenditure spent through means other than physical shops including the internet, mail order, markets, vending machines, television shopping, and door to door sales.
- Comparison goods NSRT deduction taken from Appendix 3 (Page 17) of Experian Retail Planner Briefing Note 10.1, September 2012. Deduction excludes the proportion of trade sourced from physical stores such as online delivery sourced directly from stores and 'click and collect' as per advised as 25% from Page 19 of Experian Retail Planner Briefing Note 10.1, September 2012: NSRT Deductions: 2012 = 9.9%; 2017 = 13.7%; 2022 = 16%; 2027 = 16.1%.
- 2011 Prices.

Preston Retail and Leisure Study 2013

Table 3: Total Available Comparison Goods Expenditure (£m)

Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
1	£157.08	£158.35	£160.53	£163.48	£167.51	£171.50	£175.51	£179.60	£184.01	£188.49	£193.64	£199.13	£205.27	£211.77	£218.38	£225.25	£232.46
2	£168.14	£169.47	£171.55	£174.87	£179.23	£183.57	£188.00	£192.71	£197.53	£202.73	£208.54	£214.80	£221.63	£229.04	£236.73	£244.69	£252.90
3	£134.45	£135.46	£137.52	£140.40	£144.13	£148.06	£151.91	£155.93	£160.39	£165.03	£170.21	£175.56	£181.36	£187.54	£193.78	£200.11	£206.76
4	£175.51	£176.90	£179.12	£182.73	£187.65	£192.24	£197.01	£202.27	£207.64	£213.47	£219.92	£226.87	£234.21	£242.02	£250.20	£258.45	£266.82
Total PCA	£635.18	£640.18	£648.72	£661.48	£678.52	£695.37	£712.44	£730.51	£749.56	£769.72	£792.31	£816.36	£842.47	£870.36	£899.09	£928.49	£958.94
5	£356.86	£359.62	£364.48	£373.56	£383.39	£393.03	£400.95	£411.36	£422.39	£433.98	£447.14	£461.45	£477.28	£494.17	£511.69	£529.72	£548.49
6	£85.54	£86.35	£87.45	£89.11	£91.18	£93.40	£95.65	£97.83	£100.62	£103.36	£106.43	£109.63	£112.98	£116.79	£120.58	£124.40	£128.43
7	£539.79	£542.36	£548.37	£558.17	£571.61	£584.71	£598.35	£612.98	£628.15	£644.63	£663.41	£683.38	£705.23	£728.08	£751.88	£776.46	£801.63
8	£200.29	£201.40	£203.58	£207.33	£212.29	£217.30	£222.38	£227.90	£233.81	£240.08	£247.21	£254.82	£263.22	£271.96	£281.01	£290.36	£299.80
9	£128.95	£129.86	£131.65	£134.37	£137.77	£141.15	£144.60	£148.31	£152.30	£156.48	£161.28	£166.29	£171.69	£179.75	£183.27	£189.35	£195.49
10	£247.66	£247.02	£248.00	£251.15	£255.50	£259.39	£263.60	£268.54	£273.69	£279.48	£286.04	£292.87	£300.47	£308.51	£317.10	£325.57	£334.40
11	£270.56	£271.83	£275.14	£280.02	£286.67	£293.27	£300.02	£307.15	£314.63	£322.72	£331.74	£341.34	£351.91	£363.05	£374.53	£386.14	£398.05
12	£254.20	£256.37	£259.85	£265.24	£272.34	£279.32	£286.58	£294.24	£302.37	£310.84	£320.44	£330.60	£341.59	£353.05	£364.70	£376.89	£389.30
13	£326.56	£328.30	£331.80	£337.72	£345.68	£353.52	£361.57	£370.12	£379.20	£388.80	£399.71	£411.11	£423.56	£436.72	£450.25	£464.05	£478.25
14	£176.15	£176.66	£178.24	£181.12	£185.07	£188.95	£193.00	£197.31	£201.90	£206.77	£212.36	£218.19	£224.59	£231.38	£238.29	£245.43	£252.73
Total across Secondary Catchment Area	£2,586.54	£2,599.75	£2,628.55	£2,677.78	£2,741.51	£2,804.06	£2,866.69	£2,935.74	£3,009.07	£3,087.15	£3,175.74	£3,269.69	£3,372.54	£3,483.44	£3,593.31	£3,708.39	£3,826.55
Overall Total	£3,221.72	£3,239.93	£3,277.26	£3,339.26	£3,420.02	£3,499.44	£3,579.13	£3,666.25	£3,758.63	£3,856.87	£3,968.05	£4,086.06	£4,215.01	£4,353.81	£4,492.39	£4,636.88	£4,785.49

Notes

1. Total available comparison goods expenditure for each zone obtained by multiplying Table 1 (Population) by Table 2b (Expenditure per Head minus NSRT adjustment).
2. 2011 Prices.

Preston Retail and Leisure Study 2013

Table 4a: Total Available Expenditure in 2012 Base Year Disaggregated by Goods Category (£m)

Zone	Clothing, Footwear and Fashion Goods Expenditure 2012 (£m)	Books, CDs, Toys, Jewellery Expenditure 2012 (£m)	Household Goods Expenditure 2012 (£m)	Chemist Goods, Toiletries and Cosmetics Expenditure 2012 (£m)	Furniture, Carpets and Soft Furnishings Expenditure 2012 (£m)	Electrical Goods (including audio-visual) Expenditure 2012 (£m)	DIY and Hardware Goods Expenditure 2012 (£m)	Total Comparison Goods Expenditure 2012 (£m)
1	£48.91	£33.96	£6.43	£22.64	£17.69	£18.77	£9.95	£158.35
2	£53.17	£36.40	£6.89	£24.08	£19.28	£19.00	£10.65	£169.47
3	£39.43	£29.34	£5.35	£19.87	£15.49	£17.39	£8.59	£135.46
4	£51.53	£37.87	£7.20	£26.40	£20.85	£21.34	£11.71	£176.90
5	£105.77	£78.18	£15.24	£51.90	£40.86	£43.62	£24.04	£359.62
6	£22.66	£18.19	£4.19	£12.87	£10.70	£10.82	£6.92	£86.35
7	£157.27	£117.08	£21.94	£77.51	£61.93	£71.15	£35.47	£542.36
8	£57.05	£41.60	£8.41	£30.84	£24.65	£25.04	£13.82	£201.40
9	£37.41	£27.84	£5.81	£19.14	£15.50	£15.29	£8.87	£129.86
10	£72.09	£52.05	£10.02	£37.53	£28.45	£30.82	£16.05	£247.02
11	£79.33	£59.30	£11.54	£39.57	£31.75	£32.23	£18.12	£271.83
12	£76.57	£55.39	£10.33	£38.22	£29.86	£31.08	£16.23	£256.37
13	£103.75	£69.54	£12.88	£45.57	£37.12	£38.79	£20.64	£328.30
14	£55.29	£37.82	£6.74	£24.27	£19.78	£21.74	£11.01	£176.66

Notes

1. Data generated from Experian MicroMarketer report from November 2012 for each Zone within the Primary and Secondary Catchment Area.
2. Information for each Survey Good is then placed within a wider Classification and a proportion of which is worked out from the Total Comparison Goods Expenditure for that zone.

Preston Retail and Leisure Study 2013

Table 4b: Total Available Expenditure for Clothing, Footwear and Fashion Goods in 2012 Base Year Disaggregated by First Choice and Second Choice Destinations (£m)

Zone	Proportion of Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in First Choice Clothing and Footwear Shopping Destination (£m)	Proportion of Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (%)	Expenditure Spent in Second Choice Clothing and Footwear Shopping Destination (£m)	Total Clothing and Footwear Goods Expenditure 2012 (£m)
1	75%	£36.68	25%	£12.23	£48.91
2	75%	£39.88	25%	£13.29	£53.17
3	75%	£29.57	25%	£9.86	£39.43
4	75%	£38.64	25%	£12.88	£51.53
5	75%	£79.33	25%	£26.44	£105.77
6	75%	£17.00	25%	£5.67	£22.66
7	75%	£117.95	25%	£39.32	£157.27
8	75%	£42.79	25%	£14.26	£57.05
9	75%	£28.06	25%	£9.35	£37.41
10	75%	£54.07	25%	£18.02	£72.09
11	75%	£59.50	25%	£19.83	£79.33
12	75%	£57.43	25%	£19.14	£76.57
13	75%	£77.81	25%	£25.94	£103.75
14	75%	£41.47	25%	£13.82	£55.29

Notes

1. 2011 Prices.
2. Disaggregation Assumption based on Household Survey results for Questions 7a-7n undertaken in November 2012 by RMG Clarity.
3. Expenditure is taken from Table 4a for Clothing and Footwear goods.

Precision Retail and Leisure Study 2013
Table 9a: Clothing and Footwear Survey Results and Flows of Expenditure (First Choice)

Zone	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			
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)														
Total Available Expenditure	165		£38.68	87		£38.88	137		£23.87	101		£38.64	82		£79.33	49		£17.20	58		£117.85	66		£42.79	83		£38.06	86		£54.97	64		£50.30	80		£37.43	85		£77.81	60		£41.47														
Peaston	76	45.45%	£18.56	21	24.13%	£5.72	107	44.80%	£23.10	59	58.42%	£22.57	5	6.10%	£7.83	17	34.69%	£5.50	3	5.96%	£8.32	20	33.33%	£14.26	19	50.00%	£8.02	3	5.96%	£2.30	7	10.94%	£6.51	17	28.33%	£16.27	6	9.23%	£7.18	2	4.00%	£1.68														
Peaston	2	1.89%	£0.70	0	0.00%	£0.00	9	8.09%	£0.00	9	8.91%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Deepdale Shopping Park	8	4.84%	£2.79	13	15.04%	£5.34	0	0.00%	£0.00	1	0.99%	£0.38	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.59%	£0.45	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Dickens Retail Park	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Humber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	4	3.63%	£0.86	2	1.98%	£0.77	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.59%	£0.53	2	3.33%	£1.91	0	0.00%	£0.00	0	0.00%	£0.00											
Pennywell	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	0.99%	£0.38	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Hyland	0	0.00%	£0.00	0	0.00%	£0.00	13	12.87%	£4.57	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Capital Centre, Woburn Dale	0	0.00%	£0.00	1	1.15%	£0.41	2	1.84%	£0.43	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Other - Outside Primary Catchment Area	2	1.89%	£0.70	2	2.86%	£0.82	1	0.79%	£0.23	0	0.00%	£0.00	2	3.86%	£3.05	14	28.57%	£4.86	41	73.01%	£88.38	18	30.00%	£11.84	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Southport	3	2.86%	£1.05	0	0.00%	£0.00	5	3.85%	£1.08	3	2.87%	£1.15	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.67%	£0.71	0	0.00%	£0.00	42	75.00%	£40.55	20	31.25%	£18.59	3	4.69%	£2.87	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.67%	£0.71	16	25.00%	£12.13	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	43	66.15%	£31.48	15	23.02%	£11.44														
Manchester	8	4.84%	£2.79	4	4.57%	£1.64	5	3.85%	£1.08	6	5.94%	£2.30	1	1.20%	£0.43	0	0.00%	£0.00	1	1.20%	£0.43	1	1.67%	£0.71	1	1.59%	£0.45	3	5.96%	£2.30	2	3.33%	£1.86	4	6.47%	£3.83	7	10.77%	£8.38	3	4.69%	£2.87														
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	26	50.00%	£39.69	6	12.24%	£2.28	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00											
Chorley	1	0.61%	£0.35	0	0.00%	£0.00	1	0.73%	£0.22	1	0.99%	£0.38	1	1.20%	£0.43	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	18	30.00%	£17.23	0	0.00%	£0.00	0	0.00%	£0.00														
Hockingham	0	0.00%	£0.00	0	0.00%	£0.00	14	12.37%	£4.57	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	3.33%	£1.86	0	0.00%	£0.00	0	0.00%	£0.00	21	42.00%	£17.42														
Other Survey Top 7	4	3.81%	£1.40	12	13.78%	£4.93	12	9.70%	£3.00	17	13.65%	£5.30	12	14.63%	£5.66	11	13.65%	£5.17	19	24.63%	£9.55	25	39.68%	£15.33	25	39.68%	£15.33	8	14.29%	£5.42	7	11.25%	£4.27	24	37.13%	£14.61	16	24.63%	£9.55	8	13.65%	£5.17	3	4.69%	£2.87											
Total Survey Responses	165	100.00%	£38.68	87	100.00%	£38.88	137	100.00%	£23.87	101	100.00%	£38.64	82	100.00%	£79.33	49	100.00%	£17.20	58	100.00%	£117.85	66	100.00%	£42.79	83	100.00%	£38.06	86	100.00%	£54.97	64	100.00%	£50.30	80	100.00%	£37.43	85	100.00%	£77.81	60	100.00%	£41.47														

Table 9b: Clothing and Footwear Survey Results and Flows of Expenditure (Second Choice)

Zone	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			
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)											
Total Available Expenditure	53		£12.23	49		£13.29	62		£13.88	66		£12.44	31		£26.47	23		£15.32	42		£14.26	79		£19.25	24		£18.92	42		£19.83	43		£19.14	39		£25.34	27		£13.82																	
Peaston	14	26.42%	£3.23	14	28.57%	£3.80	13	15.85%	£3.66	19	28.79%	£2.71	5	13.15%	£2.57	10	32.26%	£1.83	9	21.43%	£3.70	20	47.62%	£1.70	3	27.50%	£2.58	3	11.54%	£2.08	0	0.00%	£0.00	11	25.58%	£4.90	13	33.33%	£6.95	4	14.11%	£2.95														
Peaston	1	1.89%	£0.23	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00														
Deepdale Shopping Park	6	11.32%	£1.38	7	14.29%	£1.90	3	3.86%	£0.96	3	4.55%	£0.92	0	0.00%	£0.00	0	0.00%	£0.00	1	2.28%	£0.34	1	2.28%	£0.34	1	3.64%	£0.52	0	0.00%	£0.00	0	0.00%	£0.00	2	4.60%	£0.89	0	0.00%	£0.00	0	0.00%	£0.00														
Dickens Retail Park	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00														
Humber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	1	1.27%	£0.12	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00														
Pennywell	0	0.00%	£0.00	0	0.00																																																			

Preston Retail and Leisure Study 2013
Table 6: Books, CDs, Toys, Jewellery Survey Results and Flows of Expenditure

Zone	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		
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)						
Total Available Expenditure	103		£33.36	102		£35.43	139		£39.34	100		£37.87	58		£16.18	42		£11.08	59		£17.24	51		£35.05	55		£39.39	65		£55.39	53		£39.84	47		£37.82						
Preston Fulwood	86	84.41%	£28.01	86	84.31%	£32.89	89	66.96%	£32.89	47	47.00%	£17.00	5	8.62%	£8.14	8	21.43%	£3.90	2	4.17%	£4.08	19	37.25%	£13.80	1	1.94%	£4.56	7	12.73%	£7.55	13	21.80%	£12.00	8	13.96%	£8.43	2	4.26%	£1.81			
Zone 2	3	2.91%	£0.99	6	5.88%	£2.14	3	2.31%	£0.68	0	0.00%	£0.00	0	0.00%	£0.00	2	4.76%	£0.87	0	0.00%	£0.00	1	1.69%	£0.71	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 3	0	0%	£0.00	0	0%	£0.00	9	6.52%	£2.03	2	2.00%	£0.76	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 4	2	1.94%	£0.68	1	0.98%	£0.38	1	0.71%	£0.23	26	26.00%	£9.85	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Other - Outside Primary	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	7	16.67%	£3.03	32	66.67%	£78.06	18	30.51%	£12.89	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	2	1.54%	£0.45	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	8	13.11%	£3.65	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	27	45.71%	£48.81	10	21.28%	£18.55			
Southport	1	0.97%	£0.33	0	0.00%	£0.00	2	1.54%	£0.45	2	2.00%	£0.76	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	46	80.20%	£66.95	5	9.09%	£5.39	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Lancaster	1	0.97%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	1	1.00%	£0.38	21	39.46%	£41.78	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Manchester	2	1.94%	£0.68	2	1.96%	£0.71	3	2.31%	£0.89	5	5.00%	£1.89	0	0.00%	£0.00	2	4.76%	£0.87	0	0.00%	£0.00	1	1.69%	£0.71	0	0.00%	£0.00	2	3.92%	£2.04	2	3.64%	£2.16	3	5.00%	£2.77	4	6.78%	£4.71	1	2.12%	£0.80
Trading Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.00%	£0.38	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.94%	£0.46	0	0.00%	£0.00	0	0.00%	£0.00	3	5.00%	£2.77	3	5.08%	£3.54	0	0.00%	£0.00			
Chorley	1	0.97%	£0.33	0	0.00%	£0.00	3	2.31%	£0.89	4	4.00%	£1.51	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.94%	£0.46	0	0.00%	£0.00	1	1.82%	£1.08	27	45.00%	£24.03	0	0.00%	£0.00			
Other Centres not in Top 7	5	4.85%	£1.65	7	6.86%	£2.50	12	9.29%	£2.71	7	7.00%	£2.65	22	37.93%	£29.05	17	40.48%	£27.06	14	29.17%	£24.15	20	35.50%	£14.10	40	65.57%	£28.26	2	3.52%	£2.04	40	72.37%	£83.13	14	23.33%	£12.02	7	11.86%	£8.25	34	72.36%	£27.36
Total Survey Responses	103	100%	£33.36	102	100%	£35.43	139	100%	£39.34	100	100%	£37.87	58	100%	£16.18	42	100%	£11.08	59	100%	£17.24	51	100%	£35.05	55	100%	£39.39	65	100%	£55.39	53	100%	£39.84	47	100%	£37.82						

Notes:
1. 2011 Prices.
2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarity in November 2012.
3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Experian Micro-market report generated in November 2012.

Preston Retail and Leisure Study 2013
Table 7: Household Goods Survey Results and Flows of Expenditure

Zone	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					
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)									
Total Available Expenditure	33		£6.43	33		£6.89	34		£5.35	32		£7.26	21		£15.24	15		£4.19	17		£21.94	12		£8.41	18		£5.81	16		£16.82	13		£11.54	21		£18.33	22		£12.88	15		£6.74			
Zone 1	30	90.91%	£5.85	24	72.73%	£5.01	20	58.82%	£3.15	19	56.36%	£4.27	1	4.76%	£0.73	5	33.33%	£1.40	2	11.76%	£2.58	4	33.33%	£2.80	2	11.11%	£0.65	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Preston	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Fulwood	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 2	0	0%	£0.00	1	3.03%	£0.21	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	6.67%	£0.28	0	0.00%	£0.00	1	8.33%	£0.70	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Cheppole Shopping Park	0	0%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Docklands Retail Park	0	0%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 3	0	0.00%	£0.00	0	0.00%	£0.00	1	2.94%	£0.16	1	3.13%	£0.22	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	15.38%	£1.77	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Ramber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Penswortham	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 4	0	0.00%	£0.00	0	0.00%	£0.00	2	5.88%	£0.31	8	25.00%	£1.80	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Leyland	1	3.03%	£0.19	2	6.06%	£0.42	6	17.65%	£0.94	1	3.13%	£0.22	1	4.76%	£0.73	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Capitol Centre, Walton le	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Other - Outside Primary	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	13.33%	£0.56	13	76.47%	£16.78	4	33.33%	£2.80	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Southport	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Southport	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	11	52.38%	£7.98	2	13.33%	£0.56	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Manchester	1	3.03%	£0.19	1	3.03%	£0.21	0	0.00%	£0.00	1	3.13%	£0.22	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Manchester	1	3.03%	£0.19	1	3.03%	£0.21	0	0.00%	£0.00	1	3.13%	£0.22	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Chorley	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Chorley	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Other Centres not in Top 7	1	3.03%	£0.19	4	12.12%	£0.84	5	14.71%	£0.79	2	6.25%	£0.45	8	38.10%	£2.81	5	33.33%	£2.10	2	11.76%	£2.58	3	25.00%	£1																					

Preston Retail and Leisure Study 2013
Table 8: Chemist Goods, Toiletries and Cosmetics Survey Results and Flows of Expenditure

Zone	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							
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£k)											
Total Available Expenditure	152		£22.64	129		£24.08	158		£19.87	148		£26.40	77		£51.90	71		£12.87	77		£77.51	69		£36.84	78		£19.14	68		£37.53	79		£39.57	77		£38.22	76		£45.57	73		£24.27					
Zone 1																																															
Preston	134	88.16%	£19.56	110	85.27%	£20.53	91	57.59%	£11.44	55	37.16%	£9.81	2	2.60%	£1.35	0	0.00%	£0.00	0	0.00%	£0.00	1	1.30%	£1.01	10	14.49%	£4.47	14	17.85%	£3.43	0	0.00%	£0.00	2	2.53%	£1.00	6	7.75%	£2.98	4	8.20%	£2.40	2	2.74%	£0.87		
Fulwood	3	1.97%	£0.45	1	0.79%	£0.19	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.28%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Zone 2																																															
Creskote Shopping Park	4	3.63%	£0.60	3	2.33%	£0.56	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	2.84%	£0.36	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Docklands Retail Park	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Zone 3																																															
Bamber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	28	17.72%	£3.52	5	3.38%	£0.89	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.27%	£0.50	1	1.30%	£0.50	0	0.00%	£0.00	0	0.00%	£0.00		
Penswortham	0	0.00%	£0.00	0	0.00%	£0.00	5	3.16%	£0.83	7	4.73%	£1.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Zone 4																																															
Layland	2	1.32%	£0.30	2	1.56%	£0.37	13	8.22%	£1.63	59	39.86%	£10.53	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	4	5.06%	£2.00	3	3.90%	£1.49	0	0.00%	£0.00	1	1.37%	£0.33		
Capital Centre, Walton le Dale	0	0.00%	£0.00	0	0.00%	£0.00	6	3.80%	£0.75	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Other - Outside Primary																																															
Blackpool	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	48	62.34%	£48.32	20	28.99%	£18.94	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00		
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	1	0.83%	£0.13	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.30%	£1.01	0	0.00%	£0.00	9	11.54%	£2.21	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	56	73.68%	£33.58	10	13.70%	£3.33					
Boulton	2	1.32%	£0.30	0	0.00%	£0.00	1	0.83%	£0.13	2	1.30%	£0.36	1	1.30%	£0.87	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	66	98.59%	£38.28	7	8.89%	£2.61	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00					
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	46	99.74%	£31.01	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00					
Manchester	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00					
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00					
Chorley	1	0.66%	£0.15	0	0.00%	£0.00	3	1.90%	£0.38	5	3.38%	£0.89	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	54	70.13%	£28.80	0	0.00%	£0.00	0	0.00%	£0.00					
Other Centres not in Top 7	6	3.95%	£0.88	13	10.08%	£2.43	10	6.33%	£1.26	15	10.14%	£2.68	28	36.36%	£18.87	46	64.70%	£28.34	27	36.06%	£27.18	39	50.52%	£27.43	54	69.22%	£31.29	3	4.41%	£1.66	45	59.89%	£26.66	12	15.64%	£7.96	15	19.24%	£8.69	60	82.59%	£43.95					
Total Survey Responses	152	100.00%	£22.64	129	100.00%	£24.08	158	100.00%	£19.87	148	100.00%	£26.40	77	100.00%	£51.90	71	100.00%	£12.87	77	100.00%	£77.51	69	100.00%	£36.84	78	100.00%	£19.14	68	100.00%	£37.53	79	100.00%	£39.57	77	100.00%	£38.22	76	100.00%	£45.57	73	100.00%	£24.27					

Notes
1. 2011 Prices.
2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarity in November 2012.
3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Experian Micro-market report generated in November 2012.

Preston Retail and Leisure Study 2013
 Table 9: Furniture, Carpets and Soft Furnishings Survey Results and Flows of Expenditure

Zone	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					
	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)						
Total Available Expenditure	74		£17.69	59		£19.28	83		£15.49	83		£29.85	43		£40.86	31		£19.79	27		£61.93	36		£24.65	45		£15.50	30		£28.45	48		£31.75	43		£29.86	39		£37.12	33		£19.78			
Zone 1	60	81.08%	£14.35	47	79.66%	£19.36	62	74.70%	£11.57	47	56.83%	£11.81	3	6.98%	£2.85	9	29.03%	£3.11	1	3.70%	£2.29	9	25.00%	£6.18	9	20.00%	£3.10	1	3.33%	£0.95	3	7.50%	£2.38	12	27.91%	£8.33	2	5.13%	£1.90	4	12.12%	£2.40			
Preston	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Fulwood	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Deepdale Shopping Park	1	1.35%	£0.24	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Docklands Retail Park	1	1.35%	£0.24	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Zone 2	0	0.00%	£0.00	0	0.00%	£0.00	4	4.82%	£0.79	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.55%	£0.79	1	2.33%	£0.69	0	0.00%	£0.00	0	0.00%	£0.00			
Bamber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Penwortham	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 3	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 4	1	1.35%	£0.24	1	1.69%	£0.33	1	1.20%	£0.19	11	13.25%	£2.76	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Layland	1	1.35%	£0.24	1	1.69%	£0.33	1	1.20%	£0.19	11	13.25%	£2.76	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Capital Centre, Walton la Dale	3	4.05%	£0.72	6	10.17%	£1.96	10	12.06%	£1.87	8	9.64%	£2.01	1	2.33%	£0.85	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	4.56%	£1.37	1	2.33%	£0.34	1	3.33%	£0.95	0	0.00%	£0.00	1	2.33%	£0.69	2	5.13%	£1.90	0	0.00%	£0.00
Other - Outside Primary Catchment	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	7	22.58%	£2.42	22	81.48%	£50.46	17	47.22%	£11.64	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Blackburn	0	0.00%	£0.00	1	1.69%	£0.33	1	1.20%	£0.19	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.78%	£0.68	13	28.89%	£4.48	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	27	69.23%	£25.70	7	21.21%	£4.20
Blackburn	0	0.00%	£0.00	1	1.69%	£0.33	1	1.20%	£0.19	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.78%	£0.68	13	28.89%	£4.48	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	27	69.23%	£25.70	7	21.21%	£4.20
Southport	1	1.35%	£0.24	0	0.00%	£0.00	0	0.00%	£0.00	2	2.41%	£0.50	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	25	63.33%	£23.71	13	32.50%	£15.32	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Southport	1	1.35%	£0.24	0	0.00%	£0.00	0	0.00%	£0.00	2	2.41%	£0.50	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	25	63.33%	£23.71	13	32.50%	£15.32	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.25	30	69.77%	£28.51	6	19.35%	£2.07	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.25	30	69.77%	£28.51	6	19.35%	£2.07	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Manchester	2	2.70%	£0.48	0	0.00%	£0.00	4	4.82%	£0.79	0	0.00%	£0.00	1	1.20%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	2	5.56%	£1.57	1	2.33%	£0.34	0	0.00%	£0.00	1	2.55%	£0.79	0	0.00%	£0.00	2	5.13%	£1.90	1	3.03%	£0.60			
Manchester	2	2.70%	£0.48	0	0.00%	£0.00	4	4.82%	£0.79	0	0.00%	£0.00	1	1.20%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	2	5.56%	£1.57	1	2.33%	£0.34	0	0.00%	£0.00	1	2.55%	£0.79	0	0.00%	£0.00	2	5.13%	£1.90	1	3.03%	£0.60			
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.19	1	1.20%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.55%	£0.69	1	2.55%	£0.69	0	0.00%	£0.00			
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.19	1	1.20%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.55%	£0.69	1	2.55%	£0.69	0	0.00%	£0.00			
Chorley	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.19	2	3.81%	£0.75	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	18	41.86%	£12.50	0	0.00%	£0.00	0	0.00%	£0.00			
Chorley	0	0.00%	£0.00	0	0.00%	£0.00	1	1.20%	£0.19	2	3.81%	£0.75	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	18	41.86%	£12.50	0	0.00%	£0.00	0	0.00%	£0.00			
Other Centres not in Top 6	5	6.75%	£1.20	4	6.78%	£1.31	3	3.57%	£0.66	0	0.00%	£0.00	6	7.25%	£1.54	8	20.81%	£18.25	6	16.84%	£2.76	4	11.98%	£3.42	21	46.07%	£7.23	3	7.69%	£1.40	0	0.00%	£0.00	2	5.13%	£1.54	5	12.80%	£2.28						
Other Centres not in Top 6	5	6.75%	£1.20	4	6.78%	£1.31	3	3.57%	£0.66	0	0.00%	£0.00	6	7.25%	£1.54	8	20.81%	£18.25	6	16.84%	£2.76	4	11.98%	£3.42	21	46.07%	£7.23	3	7.69%	£1.40	0														

Preston Retail and Leisure Study 2013
 Table 10: Electrical goods (including audio-visual) Survey Results and Flows of Expenditure

Zone	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)	No. of Survey Responses	Percentage / Market Share from Zone	Flows of Expenditure (£m)																					
Total Available Expenditure	72		£18.77	64		£19.00	69		£17.39	64		£21.34	42		£43.62	39		£10.82	39		£71.15	31		£25.04	46		£15.29	28		£30.82	36		£32.23	29		£31.08	40		£38.79	33		£21.74						
Zone 1	64	88.89%	£18.68	43	79.69%	£15.13	36	52.17%	£9.07	45	70.31%	£15.01	0	0.00%	£0.00	10	33.33%	£3.61	2	6.37%	£4.74	9	29.03%	£7.27	11	23.91%	£3.66	0	0.00%	£0.00	1	2.78%	£0.90	7	24.14%	£7.50	5	12.95%	£4.85	2	4.96%	£1.52						
Preston Fulwood	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Zone 2	2	2.78%	£0.52	4	7.41%	£1.41	2	2.90%	£0.50	0	0.00%	£0.00	1	3.33%	£0.38	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	3.46%	£1.07	0	0.00%	£0.00	0	0.00%	£0.00						
Cheesdale Shopping Park	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Docklands Retail Park	2	2.78%	£0.52	4	7.41%	£1.41	2	2.90%	£0.50	0	0.00%	£0.00	1	3.33%	£0.38	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	3.46%	£1.07	0	0.00%	£0.00	0	0.00%	£0.00						
Zone 3	2	2.78%	£0.52	0	0.00%	£0.00	1	1.45%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Ramber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Pevernham	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Zone 4	0	0.00%	£0.00	0	0.00%	£0.00	4	5.80%	£1.01	7	10.84%	£2.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.78%	£0.90	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Leyland	0	0.00%	£0.00	0	0.00%	£0.00	4	5.80%	£1.01	7	10.84%	£2.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.78%	£0.90	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Capitol Centre, Walton le Dale	0	0.00%	£0.00	3	5.56%	£1.06	17	24.64%	£4.28	6	9.38%	£2.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	3.46%	£1.07	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Other - Outside Primary Catchment	0	0.00%	£0.00	0	0.00%	£0.00	1	1.45%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	10	33.33%	£3.61	20	66.67%	£81.67	17	54.84%	£13.73	0	0.00%	£0.00	0	0.00%	£0.00	1	2.78%	£0.90	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	1	1.45%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	12	26.09%	£3.99	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	32	80.00%	£31.03	16	48.48%	£10.54
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	1	1.45%	£0.25	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Skipton	0	0.00%	£0.00	0	0.00%	£0.00	1	1.59%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	25	89.59%	£27.52	12	33.33%	£13.74	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Lancaster	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	34	89.59%	£36.31	5	16.67%	£1.80	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Manchester	0	0.00%	£0.00	1	1.60%	£0.35	2	2.90%	£0.50	1	1.36%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.17%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	2	5.00%	£1.94	0	0.00%	£0.00	0	0.00%	£0.00						
Trarford Centre	1	1.39%	£0.26	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.17%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	3	10.34%	£3.22	0	0.00%	£0.00	0	0.00%	£0.00						
Chorley	0	0.00%	£0.00	0	0.00%	£0.00	1	1.58%	£0.33	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00						
Other Centres not in Top 7	3	4.17%	£0.78	3	5.56%	£1.06	5	7.25%	£1.26	3	4.69%	£1.00	8	19.05%	£9.31	4	13.33%	£4.54	2	6.37%	£4.74	5	16.13%	£4.04	21	45.00%	£6.88	3	10.71%	£3.30	20	65.96%	£27.80	2	6.37%	£1.52	15	46.45%	£9.88									
Total Survey Responses	72	100.00%	£18.77	64	100.00%	£19.00	69	100.00%	£17.39	64	100.00%	£21.34	42	100.00%	£43.62	39	100.00%	£10.82	39	100.00%	£71.15	31	100.00%	£25.04	46	100.00%	£15.29	28	100.00%	£30.82	36	100.00%	£32.23	29	100.00%	£31.08	40	100.00%	£38.79	33	100.00%	£21.74						

Notes
 1. 2011 Prices.
 2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarity in November 2012.
 3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Experian Micro-market report generated in November 2012.

Preston Retail and Leisure Study 2013
 Table 11: DIY and Hardware Survey Results and Flows of Expenditure

Zone	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								
	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)	No. of Survey Responses	Percentage / Market Share From Zone	Flows of Expenditure (£)												
Total Available Expenditure	71		£9.95	48		£16.65	74		£8.59	74		£11.71	34		£24.04	33		£6.92	31		£35.47	35		£13.82	44		£8.87	23		£16.65	38		£18.12	37		£16.23	34		£20.84	35		£11.91						
Zone 1	69	97.18%	£9.67	42	87.50%	£9.32	39	52.70%	£4.52	37	50.00%	£5.95	1	2.94%	£0.71	6	18.18%	£1.26	0	0.00%	£0.00	4	11.43%	£1.58	7	15.91%	£1.41	0	0.00%	£0.00	2	5.26%	£0.95	8	18.22%	£2.63	0	0.00%	£0.00	1	2.86%	£0.31	0	0.00%	£0.00			
Preston Fulwood	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 2	0	0.00%	£0.00	1	2.08%	£0.22	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Deepdale Shopping Park	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Deeklands Retail Park, Preston	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 3	0	0.00%	£0.00	1	2.08%	£0.22	27	36.49%	£3.13	13	17.57%	£2.06	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.27%	£0.20	0	0.00%	£0.00	2	5.26%	£0.95	3	8.11%	£1.32	0	0.00%	£0.00	0	0.00%	£0.00						
Bamber Bridge	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Parsontham	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Zone 4	1	1.41%	£0.14	1	2.08%	£0.22	3	4.05%	£0.35	16	21.62%	£2.53	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Layfield	0	0.00%	£0.00	0	0.00%	£0.00	2	2.70%	£0.23	1	1.35%	£0.16	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Capital Centre, Walton le Dale	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Other - Outside Primary Catchment																																																
Blackpool	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	1.35%	£0.16	0	0.00%	£0.00	14	42.42%	£2.93	29	93.55%	£33.19	28	80.00%	£11.06	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Blackburn	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	3.23%	£1.14	0	0.00%	£0.00	6	13.64%	£1.21	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	33	97.00%	£20.03	13	37.14%	£4.09	0	0.00%	£0.00
Boulton	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	22	95.65%	£15.26	10	26.32%	£4.77	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00
Lancaster	1	1.41%	£0.14	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	21	61.76%	£14.95	7	21.21%	£1.47	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Manchester	0	0.00%	£0.00	0	0.00%	£0.00	1	1.35%	£0.16	0	0.00%	£0.00	0	0.00%	£0.00	1	3.03%	£0.21	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	1	2.86%	£0.61	0	0.00%	£0.00
Trafford Centre	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00			
Charley	0	0.00%	£0.00	0	0.00%	£0.00	3	4.05%	£0.67	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	0	0.00%	£0.00	28	73.27%	£11.41	0	0.00%	£0.00	0	0.00%	£0.00						
Other Centres not in Top 6	0	0.00%	£0.00	3	6.25%	£0.67	3	4.05%	£0.35	2	2.70%	£0.32	12	35.29%	£8.49	5	15.15%	£1.05	1	3.23%	£1.14	3	8.57%	£1.18	30	68.18%	£8.05	1	4.35%	£0.70	24	63.16%	£11.44	2	5.41%	£0.88	0	0.00%	£0.00	21	60.00%	£6.61	0	0.00%	£0.00			
Total Survey Responses	71	100.00%	£9.95	48	100.00%	£16.65	74	100.00%	£8.59	74	100.00%	£11.71	34	100.00%	£24.04	33	100.00%	£6.92	31	100.00%	£35.47	35	100.00%	£13.82	44	100.00%	£8.87	23	100.00%	£16.65	38	100.00%	£18.12	37	100.00%	£16.23	34	100.00%	£20.84	35	100.00%	£11.91						

Notes:
 1. 2011 Prices.
 2. Market shares obtained from Household Telephone Surveys undertaken by RMG Clarify in November 2012.
 3. Expenditure informed by Table 4a which calculates expenditure across the Survey Goods classifications taken from the Experian Moolbaketer report generated in November 2012.

Preston Retail and Leisure Study 2013

Table 12: Overall Comparison Goods Flows of Expenditure 2012 (£m) (All Goods Categories)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)										Total from PCA (£m)	Inflow from Outside PCA (£m)	Total Comparison Goods Turnover (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14			
Zone 1																	
Preston City Centre	£125.30	£126.56	£84.51	£90.83	£23.57	£22.62	£37.21	£56.73	£27.41	£6.95	£20.55	£57.57	£35.58	£7.96	£427.20	£296.15	£723.35
Fulwood	£1.15	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£0.70	£2.03
Total	£126.44	£126.75	£84.51	£90.83	£23.57	£22.62	£37.21	£56.73	£28.11	£6.95	£20.55	£57.57	£35.58	£7.96	£428.54	£296.85	£725.39
Zone 2																	
Deepdale Shopping Park	£6.52	£11.78	£1.54	£0.97	£0.00	£1.87	£0.00	£1.75	£0.77	£0.00	£0.00	£1.96	£0.00	£0.00	£20.82	£6.34	£27.16
Docklands Retail Park	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.24
Total	£6.76	£11.78	£1.54	£0.97	£0.00	£1.87	£0.00	£1.75	£0.77	£0.00	£0.00	£1.96	£0.00	£0.00	£21.06	£6.34	£27.40
Zone 3																	
Bamber Bridge	£0.52	£0.22	£10.82	£4.70	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£4.95	£4.42	£0.00	£0.00	£16.26	£9.58	£25.84
Penwortham	£0.00	£0.00	£1.76	£3.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.28	£0.00	£5.28
Total	£0.52	£0.22	£12.58	£8.22	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£4.95	£4.42	£0.00	£0.00	£21.55	£9.58	£31.12
Zone 4																	
Leyland	£1.69	£1.28	£3.84	£35.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.90	£1.49	£0.00	£0.33	£42.55	£4.72	£47.27
Capitol Centre, Walton le Dale	£1.14	£3.84	£9.34	£4.97	£1.68	£0.00	£0.00	£1.37	£0.67	£0.95	£0.90	£1.77	£1.90	£0.00	£19.30	£9.23	£28.53
Total	£2.83	£5.12	£13.18	£40.72	£1.68	£0.00	£0.00	£1.37	£0.67	£0.95	£3.79	£3.26	£1.90	£0.33	£61.85	£13.95	£75.80
Total Across PCA	£136.56	£143.88	£111.81	£140.75	£25.25	£24.49	£37.21	£59.85	£29.75	£7.89	£29.30	£67.21	£37.48	£8.30	£532.99	£326.72	£859.71
Blackpool	£1.39	£0.82	£0.47	£0.16	£4.48	£18.86	£379.95	£76.07	£0.00	£0.00	£0.90	£0.00	£0.00	£0.00	£2.84	£480.25	£483.09
Blackburn	£1.28	£1.14	£2.34	£1.15	£0.00	£0.00	£2.15	£1.40	£18.44	£40.55	£18.59	£2.87	£170.64	£33.47	£5.90	£288.11	£294.01
Southport	£1.56	£0.27	£0.94	£3.71	£0.67	£0.00	£1.71	£1.05	£7.13	£160.25	£43.76	£1.34	£51.48	£12.44	£6.47	£279.83	£286.30
Lancaster	£3.26	£1.64	£1.08	£2.93	£165.98	£10.61	£2.11	£0.71	£0.45	£2.90	£1.86	£3.83	£8.38	£2.49	£8.91	£199.30	£208.22
Manchester	£7.13	£4.82	£6.11	£8.06	£4.38	£1.79	£7.23	£4.15	£1.77	£6.32	£5.23	£9.32	£22.13	£5.94	£26.11	£68.27	£94.38
Trafford Centre	£0.95	£4.16	£0.74	£2.37	£2.14	£0.71	£0.00	£1.36	£2.77	£0.00	£5.91	£12.83	£8.74	£1.02	£8.22	£35.49	£43.71
Chorley	£0.83	£0.54	£1.94	£4.35	£1.53	£0.00	£0.00	£0.00	£0.46	£0.00	£1.08	£114.48	£1.33	£0.00	£7.66	£118.87	£126.53
Other Centres not in Top 7	£7.96	£15.08	£11.56	£16.49	£117.05	£28.16	£114.11	£58.21	£70.00	£32.00	£171.71	£53.48	£40.08	£96.03	£51.09	£780.81	£831.89
Total Other Centres	£24.36	£28.47	£25.16	£39.21	£296.23	£60.13	£507.26	£142.95	£101.00	£242.02	£249.04	£198.14	£302.78	£151.39	£117.20	£2,250.93	£2,368.13

Notes

1. 2011 Prices.
2. Trade Flows based upon survey results inputted into Tables 5-11 and proportioned against comparison goods expenditure available within each survey good classification as outlined in Working Table 4a.
3. Market Share of each zone from Primary Catchment Area is calculated by dividing Survey Derived Turnover of Facilities within each respective zone by Total Comparison Goods Expenditure for Total PCA.

Preston Retail and Leisure Study 2013

Table 13: Estimated Comparison Goods Market Share by Zone in 2012 (%)

Centre / Facility	Preston Primary Catchment Area (£m)				Inflow from Zones 5-14 (£m)									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Total Available Expenditure	£158.35	£169.47	£135.46	£176.90	£359.62	£86.35	£542.36	£201.40	£129.86	£247.02	£271.83	£256.37	£328.30	£176.66
Zone 1														
Preston City Centre	79.13%	74.68%	62.39%	51.35%	6.55%	26.20%	6.86%	28.17%	21.11%	2.81%	7.56%	22.46%	10.84%	4.51%
Fulwood	0.72%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 1	79.85%													
Zone 2														
Deepdale Shopping Park	4.12%	6.95%	1.14%	0.55%	0.00%	2.16%	0.00%	0.87%	0.59%	0.00%	0.00%	0.77%	0.00%	0.00%
Docklands Retail Park	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 2		6.95%												
Zone 3														
Bamber Bridge	0.33%	0.13%	7.99%	2.65%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	1.82%	1.72%	0.00%	0.00%
Penwortham	0.00%	0.00%	1.30%	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Retention Rate Zone 3			9.29%											
Zone 4														
Leyland	1.06%	0.75%	2.83%	20.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.58%	0.00%	0.19%
Capitol Centre, Walton le Dale	0.72%	2.27%	6.90%	2.81%	0.47%	0.00%	0.00%	0.68%	0.51%	0.38%	0.33%	0.69%	0.58%	0.00%
Retention Rate Zone 4				23.02%										
Other Centres outside of PCA														
Blackpool	0.88%	0.49%	0.35%	0.09%	1.25%	21.84%	70.05%	37.77%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%
Blackburn	0.81%	0.67%	1.72%	0.65%	0.00%	0.00%	0.40%	0.69%	14.20%	16.42%	6.84%	1.12%	51.98%	18.95%
Southport	0.98%	0.16%	0.69%	2.10%	0.19%	0.00%	0.32%	0.52%	5.49%	64.87%	16.10%	0.52%	15.68%	7.04%
Lancaster	2.06%	0.97%	0.80%	1.65%	46.15%	12.29%	0.39%	0.35%	0.34%	1.17%	0.68%	1.49%	2.55%	1.41%
Manchester	4.50%	2.84%	4.51%	4.55%	1.22%	2.07%	1.33%	2.06%	1.36%	2.56%	1.92%	3.64%	6.74%	3.36%
Trafford Centre	0.60%	2.45%	0.55%	1.34%	0.60%	0.83%	0.00%	0.67%	2.13%	0.00%	2.18%	5.00%	2.66%	0.58%
Chorley	0.52%	0.32%	1.43%	2.46%	0.42%	0.00%	0.00%	0.00%	0.35%	0.00%	0.40%	44.65%	0.41%	0.00%
Other Centres not in Top 7	5.03%	8.90%	8.53%	9.32%	32.55%	32.61%	21.04%	28.90%	53.90%	12.95%	63.17%	20.86%	12.21%	54.36%

Notes

1. Market Shares worked out by the flows of expenditure expressed in Table 12 and divided by the total amount of comparison expenditure per Zone in Table 13.
2. 2011 Prices.

Table 14: Turnover of Existing Comparison Goods Floorspace Provision within PCA in 2012

Centre / Facility	Gross Comparison / Convenience Goods Floorspace (sq. m)	Net Comparison Goods Floorspace (sq. m)	Benchmark Turnover per sq. m (£/sq.m) 2012	Total Comparison Goods Turnover Potential 2012 (£m)	Total Comparison Goods Turnover Potential 2013 (£m)	Total Comparison Goods Turnover Potential 2017 (£m)	Total Comparison Goods Turnover Potential 2022 (£m)	Total Comparison Goods Turnover Potential 2027 (£m)
Zone 1 - Preston West								
Preston City Centre		77,565	£5,375	£416.91	£421.91	£458.49	£504.22	£551.27
Aldi, Corporation Street	1,290	258	£6,000	£1.55	£1.57	£1.70	£1.87	£2.05
Tesco Express, Friargate	250	25	£9,763	£0.24	£0.25	£0.27	£0.30	£0.32
Cool Trader, Preston Indoor Market	279	50	£8,987	£0.45	£0.46	£0.50	£0.55	£0.60
Iceland, Lowthian House, Market Street	-	30	£7,922	£0.24	£0.24	£0.26	£0.29	£0.31
Lidl, West Strand	929	214	£1,493	£0.32	£0.32	£0.35	£0.39	£0.42
Tesco Express, Blackpool Road	209	21	£9,763	£0.20	£0.21	£0.22	£0.25	£0.27
Co-op, Plungington Lane	112	20	£4,533	£0.09	£0.09	£0.10	£0.11	£0.12
EH Booth, Woodplumpton Lane	297	42	£5,876	£0.24	£0.25	£0.27	£0.30	£0.32
Late Shop, Granton Walk	186	33	£4,452	£0.15	£0.15	£0.16	£0.18	£0.20
Late Shop, Norbreck Road	214	39	£4,452	£0.17	£0.17	£0.19	£0.21	£0.23
Late Shop, Pungington Road	112	20	£4,452	£0.09	£0.09	£0.10	£0.11	£0.12
One Stop, Moor Lane	140	25	£4,452	£0.11	£0.11	£0.12	£0.14	£0.15
Local Centres								
Longsands Lane	1,126	145	£2,000	£0.29	£0.29	£0.32	£0.35	£0.38
Ashton Lane Ends	5,704	2,072	£2,000	£4.14	£4.19	£4.56	£5.01	£5.48
Plungington Road	5,156	1,877	£2,000	£3.75	£3.80	£4.13	£4.54	£4.96
Out of Centre								
Deepdale Shopping Park	30,154	21,939	£6,000	£124.40	£125.89	£136.81	£150.45	£164.49
Queens Retail Park	13,572	11,500	£3,500	£57.02	£57.70	£62.70	£68.96	£75.39
Morrison's, Mariners Way	4,047	809	£8,620	£6.97	£7.06	£7.67	£8.43	£9.22
Total			£617.35	£624.76	£678.92	£746.64	£816.30	
Zone 2 - Preston East								
Preston Foodstores								
ASDA, Fulwood	6,367	2,865	£8,014	£22.96	£23.24	£25.25	£27.77	£30.36
Sainsbury's, Deepdale	4,300	989	£6,794	£6.72	£6.80	£7.39	£8.13	£8.88
M&S, Deepdale Shopping Park	2,114	1,586	£5,454	£8.65	£8.75	£8.96	£9.18	£9.42
Out of Centre								
Riversway Retail Park	11,985	8,390	£3,500	£29.36	£29.72	£32.29	£35.51	£38.83
Local Centres								
New Hall Lane	6,401	1,373	£2,000	£2.75	£2.78	£3.02	£3.32	£3.63
Tesco Express, Church Street	231	23	£9,763	£0.23	£0.23	£0.25	£0.27	£0.30
Aldi, Blackpool Road	1,211	315	£2,668	£0.84	£0.85	£0.92	£1.02	£1.11
Iceland, North Road	-	2	£7,922	£0.02	£0.02	£0.02	£0.02	£0.02
Somerfield, Deepdale Road	1,039	187	£4,533	£0.85	£0.86	£0.93	£1.03	£1.12
Co-op, Berry Lane, Longridge	353	64	£4,533	£0.29	£0.29	£0.32	£0.35	£0.38
Tesco Express, Longsands Lane	160	16	£9,763	£0.16	£0.16	£0.17	£0.19	£0.21
Tesco Express, Ribblesdale Avenue	204	20	£9,763	£0.20	£0.20	£0.22	£0.24	£0.26
EH Booth, Sharoe Green	1,394	195	£5,876	£1.15	£1.16	£1.26	£1.39	£1.52
One Stop, Ribblesdale Avenue	140	25	£4,452	£0.11	£0.11	£0.12	£0.14	£0.15
Sainsbury's, Inglewhite Road	1,115	312	£6,794	£2.12	£2.15	£2.33	£2.57	£2.80
Co-op, Ribblesdale Avenue	149	27	£4,533	£0.12	£0.12	£0.13	£0.15	£0.16
Late Shop, Harewood Road	167	30	£4,452	£0.13	£0.14	£0.15	£0.16	£0.18
Ribblesdale Lane	4,571	155	£2,000	£0.31	£0.31	£0.34	£0.37	£0.41
Ribblesdale Avenue	1,897	324	£2,000	£0.65	£0.66	£0.71	£0.78	£0.86
Sharoe Green	2,736	276	£2,000	£0.55	£0.56	£0.61	£0.67	£0.73
Miller Road	1,674	83	£2,000	£0.17	£0.17	£0.18	£0.20	£0.22
Blackpool Road / Woodplumpton Road	6,420	1,690	£2,000	£3.38	£3.42	£3.72	£4.09	£4.47
Total			£81.70	£82.68	£89.30	£97.53	£106.01	
Zone 3 - South Ribble								
Penwortham District Centre								
Sainsbury's Local, Birch Avenue	6,090	1,272	£3,000	£3.82	£3.86	£4.20	£4.62	£5.05
Co-op, Pope Lane	426	124	£6,907	£0.86	£0.87	£0.94	£1.04	£1.13
Co-op, Pope Lane	344	61.92	£4,533	£0.28	£0.28	£0.31	£0.34	£0.37
Bamber Bridge District Centre								
Sainsbury's, Cuerdon Way	9,008	3,210	3,000	£9.63	£9.75	£10.59	£11.65	£12.73
Morrison's, Station Road	4,556	1,367	£6,794	£9.29	£9.40	£10.21	£11.23	£12.28
Aldi, Cuerdon Way	1,152	276	£8,620	£2.38	£2.41	£2.47	£2.53	£2.60
Total			£27.04	£27.36	£29.54	£32.23	£35.01	
Zone 4 - Leyland								
Leyland Town Centre								
Tesco Extra, Towngate	7,033	4,615	£3,000	£13.85	£14.01	£15.23	£16.74	£18.31
Foodstores								
Lidl, Churchill Way	6,034	2,112	£8,005	£16.91	£17.11	£18.59	£20.45	£22.35
ASDA Local, Towngate	1,064	213	£1,493	£0.32	£0.32	£0.35	£0.38	£0.42
Morrison's, Olympian Way	928	93	£8,014	£0.75	£0.75	£0.82	£0.90	£0.99
EH Booth, Millbrook Way	3,623	906	£8,620	£7.81	£7.90	£8.59	£9.45	£10.33
Iceland, Hough Lane	1,340	188	£5,876	£1.10	£1.12	£1.14	£1.17	£1.20
Aldi, Towngate	484	145	£7,922	£1.15	£1.16	£1.19	£1.22	£1.25
Late Shop, Dunkirk Lane	1,048	272	£2,668	£0.73	£0.74	£0.75	£0.77	£0.79
Tesco Express, Leyland Lane	198	36	£4,452	£0.16	£0.16	£0.16	£0.17	£0.17
EH Booth, Liverpool Road	217	22	£9,763	£0.21	£0.21	£0.22	£0.22	£0.23
Tesco Express, Pendle Road	1,124	157	£5,876	£0.92	£0.94	£0.96	£0.98	£1.01
Out of Centre								
Capitol Shopping Centre - Walton le Dale	14,028	9,820	£3,000	£29.46	£29.81	£32.40	£35.63	£38.95
Waitrose, Capitol Shopping Centre - Walton le Dale	2,788	1,659	£13,240	£21.96	£22.23	£22.76	£23.31	£23.92
Total			£95.51	£96.66	£103.36	£111.60	£120.13	
Total Across PCA			£821.61	£831.47	£901.12	£988.01	£1,077.46	

Notes

- Those in 2010 prices grown to 2012 with Sales Density of 0.8% in 2011 and 1.5% in 2012 for Comparison Goods (taken from Experian Retail Planning Note 10, Figure 4b, September 2012)
- All others in 2011 prices.
- Tesco Express assumed Turnover of £9,542 taken from Verdict 2011.
- Sainsbury's Local assumed Turnover of £6,751 taken from Verdict 2011.
- Assumed that for Tesco Express - 10% of net floorspace is for comparison goods.
- Those facilities where a net figure was not available it has been assumed that 70% of the gross floorspace is sales area.

Table 15: Estimated Turnover of Committed Comparison Goods Floorspace in 2012

Application Reference	Address	Applicant	Decision Date	Description of Development	Year of Delivery	Retail Floorspace (Gross sq.m)	Retail Floorspace (Net)	Net Comparison Sales Area (sq.m)	Comparison Goods Turnover 2012 (per sq.m)	Comparison Goods Turnover in 2013 (£m)	Comparison Goods Turnover in 2017 (£m)	Comparison Goods Turnover in 2022 (£m)	Comparison Goods Turnover in 2027 (£m)
06/2008/0877	Broomfield Mill Street and Frank Street	Marcus Worthington Properties	07-Aug-09	Erection of 4no bulky goods retail units (Class A1, 4419sqm) including closure of part of Broomfield Mill Street, construction of car park with access from Southgate (amended scheme to 06/2006/0900 with respect to phase 2 of that permission).	2013	4,420	3,536	3,536	£4,000	£14.31	£15.55	£17.11	£18.70
06/2010/0810	Land adjacent to Deepdale Shopping Park	Deepdale Co-Ownership Trust	20-Oct-11	Erection of 3no. non-food retail units (4180 sq m gross internal area), 6no. business/industrial/warehouse units (Class B1/B2/B8) (2113 sq m), site management office and associated off-site highway works, car parking, servicing and landscaping (application for extension of time limit to previously approved planning application 06/2005/1005).	2013	4,180	3,344	3,344	£5,000	£16.92	£18.39	£20.22	£22.11
06/2011/0211	Site at Corporation Street / Marsh Lane / Edward Street	Stonewell Property Co Ltd	09-Jun-11	Erection of building comprising 4, 5 and 6 storey elements with 5 Class A1 retail units on part of ground floor - See comments for rest of description.	2013	532	426	426	£4,000	£1.72	£1.87	£2.06	£2.25
06/2008/0266	Greenbank Street, Preston	Goss Graphic Systems Ltd	08-May-08	Mixed use development (following demolition of existing Goss Graphic Systems Ltd buildings) comprising Class C3 residential (208 apartment units over 4 storeys, 87 family housing units over 2/3 storeys) and 370 student accommodation rooms - see other notes.	2013	523	418	418	£4,000	£1.69	£1.84	£2.02	£2.21
06/2011/0987	106-11 Friargate and Great Shaw Street	The Administrators of Point Developments	16-Mar-12	Class A1 retail (583 sq.m) on ground floor.	2013	583	466	466	£4,000	£1.89	£2.05	£2.26	£2.47
06/2009/0499	Former Cottam Brickworks, Cottam Avenue, Ingol	Tesco Stores Ltd	13-Mar-12	Mixed use re-development of site (13.8 hectares) incorporating:- (i) Full planning application for erection of Class A1 retail superstore (4,366sqm) and petrol filling station (88sqm) with associated car parking and servicing - see comments.	2013	4,366	3,056	947	£8,005	£7.67	£8.34	£9.17	£10.02
06/2011/0681	Blackpool Road, Ribbleton	James Hall & Co - Morrisons	03-Jul-12	Outline application seeking approval for access only via new accesses from Blackpool Road and West View; internal access roads; erection of 1 no. foodstore (3,338 sqm net) (Class A1) and associated car park, service yard and 1 no. petrol filling station; 23 no. dwellings; refurbishment of 16 no. dwellings on Thorn Street; change of use of public house to a community facility (Class D1/D2); creation of car and coach park for West View Leisure Centre; alterations to junction of West View and Ribbleton Lane; alterations to and pedestrian access from Emerson Road; landscaped area with footpath adjacent to West View; use of land off Emerson Road for allotments and school play facilities and use of land off West View for leisure centre facilities.	2013	6,596	3,338	668	£8,620	£5.83	£6.33	£6.96	£7.61
06/2011/0628	Queens Retail Park	The Brookhouse Group - EH Booth	02-Apr-12	Mixed use development incorporating a retail store (food and non-food), shops and commercial units (Classes A1-A5 inclusive), car parking and works to provide access and servicing (following demolition of existing buildings).	2013	6,038	3,820	535	£5,876	£3.18	£3.46	£3.80	£4.16
							942	942	£4,000	£3.81	£4.15	£4.56	£4.98
Total Commitments										£57.03	£61.98	£68.16	£74.52

Notes:

- Floorspace figures taken from a list of commitments provided by Preston City Council and taken from the Public Access system.
- Year of Delivery assumptions made based on application dates and dialogue with Preston City Council on deliverability.

Preston Retail and Leisure Study 2013

Table 16: Calculation of Potential All Comparison Goods Capacity across the Test Years within the PCA - Zones 1-4 (£m)

	2013	2017	2022	2027
Total Available Expenditure (£m)	£648.72	£712.44	£816.36	£958.94
Market Share (%)	83.26%	83.26%	83.26%	83.26%
Total Available Expenditure Retained (£m)	£540.10	£593.15	£679.68	£798.38
Inflow From Other Zones (5-14) (£m)	£330.64	£359.30	£395.14	£432.01
Total Expenditure to Support Floorspace (£)	£870.74	£952.45	£1,074.82	£1,230.39
Benchmark Turnover of Existing Facilities (£m)	£831.47	£901.12	£988.01	£1,077.46
Turnover of Commitments (£m)	£57.03	£61.98	£68.16	£74.52
Expenditure Available To Support New Floorspace (£m)	-£17.76	-£10.65	£18.65	£78.41
Average PCA turnover per sq m (£)	£5,440	£5,911	£6,501	£7,107
Net Floorspace Equivalent (sq m)	-3,266	-1,801	2,869	11,032

Notes

1. Total available comparison expenditure for the PCA taken from Table 3.
2. Market Share calculated within Table 12 and 13 using the Survey Derived Turnover turnover and the Total Convenience Expenditure of the PCA.
3. Inflow from other Zones calculated from Survey Results undertaken by RMG Clarity and grown using the Experian Retail Planner Briefing Note 10 - Figure 4b (September 2012).
4. Turnover of Commitments taken from Table 8 with dates for delivery of schemes staggered across the test years.
5. Survey Derived Turnover taken from Working Table 2 - grown forward across test years using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012).
6. Benchmark turnover for each Centre /Facility calculated in Table 14 and projected forward using Experian Retail Planner Briefing Note 10 - Table 4b (September 2012) and informed by Verdict 2011.
7. Assumption made for Average turnover per sq.m within the PCA based on turnover per sq.m from Table 14.

Q1. Where do you usually do your main food shopping?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Morrisons, Mariners Way, Ashton-on-Ribble, Preston	86	9.6%	48	48.0%	6	6.0%	11	11.0%	11	11.0%	0	.0%	1	2.0%	0	.0%	6	12.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%
Sainsbury's, Cuerden Way, Bamber Bridge	31	3.4%	0	.0%	1	1.0%	22	22.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%
Asda, Pittman Way, Preston	28	3.1%	6	6.0%	20	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Tesco, Leyland Lane, Leyland	23	2.6%	1	1.0%	2	2.0%	3	3.0%	13	13.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	2	4.0%	0	.0%
Sainsbury's, Flintoff Way, Preston	21	2.3%	5	5.0%	14	14.0%	1	1.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	20	2.2%	3	3.0%	1	1.0%	3	3.0%	1	1.0%	1	2.0%	2	4.0%	1	2.0%	3	6.0%	0	.0%	1	2.0%	0	.0%	2	4.0%	2	4.0%
Tesco, Towngate, Leyland	15	1.7%	0	.0%	0	.0%	1	1.0%	10	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	2	4.0%	1	2.0%	0	.0%
Tesco, Blackpool Road, Preston	4	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Market Street, Preston	2	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Birch Avenue, Penwortham	2	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Tesco, Longsands Lane, Fulwood, Preston	2	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Pope Lane, Preston	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Hough Lane, Leyland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Iceland, Lowthian House, Market Street, Preston	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%	0	.0%	0	.0%
Iceland, North Road, Preston	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Churchill Way, Leyland	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, New Hall Lane, Preston	1	.1%	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	.0%
Lidl, West Strand, Preston	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q1. Where do you usually do your main food shopping?

	Zone	
	14	
	Num	%
Base: All respondents	50	100.0%
Morrisons, Mariners Way, Ashton-on-Ribble, Preston	1	2.0%
Sainsbury's, Cuerden Way, Bamber Bridge	0	.0%
Asda, Pittman Way, Preston	1	2.0%
Tesco, Leyland Lane, Leyland	0	.0%
Sainsbury's, Flintoff Way, Preston	0	.0%
Internet	0	.0%
Tesco, Towngate, Leyland	0	.0%
Tesco, Blackpool Road, Preston	0	.0%
Iceland, Market Street, Preston	0	.0%
Sainsbury's, Birch Avenue, Penwortham	0	.0%
Tesco, Longsands Lane, Fulwood, Preston	1	2.0%
Co-op, Pope Lane, Preston	0	.0%
Iceland, Hough Lane, Leyland	0	.0%
Iceland, Lowthian House, Market Street, Preston	0	.0%
Iceland, North Road, Preston	0	.0%
Lidl, Churchill Way, Leyland	0	.0%
Lidl, New Hall Lane, Preston	0	.0%
Lidl, West Strand, Preston	0	.0%

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Q1. Where do you usually do your main food shopping?

		Base: All respondents		Zone																													
				1		2		3		4		5		6		7		8		9		10		11		12		13					
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Asda, Eastway, Fulwood, Preston	40	4.4%	15	15.0%	20	20.0%	0	.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods	33	3.7%	0	.0%	1	1.0%	14	14.0%	12	12.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	10.0%	0	.0%	0	.0%		
	Asda, Hyndburn Road, Accrington	24	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Olympian Way, Leyland	22	2.4%	0	.0%	1	1.0%	11	11.0%	10	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Cherry Tree Road, Blackpool	18	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	24.0%	6	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Buckshaw Avenue, Chorley	17	1.9%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	13	26.0%	0	.0%	0	.0%		
	Sainsbury's, Deepdale Road, Deepdale	15	1.7%	5	5.0%	9	9.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Cuerden Way, Bamber Bridge, Preston	14	1.6%	0	.0%	1	1.0%	10	10.0%	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%
	Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	14	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	28.0%	0	.0%	0	.0%
	Morrisons, Lord Street, Southport	14	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	26.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Towngate, Leyland	11	1.2%	1	1.0%	1	1.0%	0	.0%	7	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Moor Lane, Clitheroe	11	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
	Sainsbury's, Park Hill Road, Garstang	11	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	10	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Back Cop Lane, Fleetwood	10	1.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	4	8.0%	5	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Ingram Road, Skelmersdale	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	20.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Park Road, Ormskirk	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	20.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Hill Street, Blackburn	10	1.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	7	14.0%	0	.0%	0	.0%
	Morrisons, Brooke Street, Chorley	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	8	16.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Central Drive, Morecambe	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Railway Road, Blackburn	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	12.0%	0	.0%
	Morrisons, Squires Gate Lane, Blackpool	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	4	8.0%	4	8.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, St Andrews Road North, Lytham St Annes	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Clifton Retail Park, Blackpool	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	4	8.0%	3	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Duck Street, Clitheroe	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Liverpool Road North, Burscough Bridge, Ormskirk	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Town Lane, Southport	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	18.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Argyle Street, Accrington	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%	0	.0%	0	.0%	0	.0%
	Booths, Railway View Road, Clitheroe	8	.9%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Booths, Sharoe Green Lane, Fulwood, Preston	8	.9%	5	5.0%	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	.0%	0	.0%
	Morrisons, Station Road, Bamber Bridge	8	.9%	0	.0%	0	.0%	8	8.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cable Street, Lancaster	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	7	14.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Harpers Lane, Chorley	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	14.0%	0	.0%	0	.0%	0	.0%
	Asda, London Street, Southport	7	.8%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Ovangle Road, Lancaster	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	7	14.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q1. Where do you usually do your main food shopping?

		Zone	
		14	
		Num	%
	Asda, Eastway, Fulwood, Preston	0	.0%
	Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods	0	.0%
	Asda, Hyndburn Road, Accrington	19	38.0%
	Morrisons, Olympian Way, Leyland	0	.0%
	Asda, Cherry Tree Road, Blackpool	0	.0%
	Tesco, Buckshaw Avenue, Chorley	0	.0%
	Sainsbury's, Deepdale Road, Deepdale	0	.0%
	Aldi, Cuerden Way, Bamber Bridge, Preston	0	.0%
	Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	0	.0%
	Morrisons, Lord Street, Southport	0	.0%
	Aldi, Towngate, Leyland	0	.0%
	Sainsbury's, Moor Lane, Clitheroe	0	.0%
	Sainsbury's, Park Hill Road, Garstang	0	.0%
	Asda, Back Cop Lane, Fleetwood	0	.0%
	Asda, Ingram Road, Skelmersdale	0	.0%
	Morrisons, Park Road, Ormskirk	0	.0%
	Tesco, Hill Street, Blackburn	0	.0%
	Morrisons, Brooke Street, Chorley	0	.0%
Other	Morrisons, Central Drive, Morecambe	0	.0%
	Morrisons, Railway Road, Blackburn	2	4.0%
	Morrisons, Squires Gate Lane, Blackpool	0	.0%
	Sainsbury's, St Andrews Road North, Lytham St Annes	0	.0%
	Tesco, Clifton Retail Park, Blackpool	0	.0%
	Tesco, Duck Street, Clitheroe	0	.0%
	Tesco, Liverpool Road North, Burscough Bridge, Ormskirk	0	.0%
	Tesco, Town Lane, Southport	0	.0%
	Aldi, Argyle Street, Accrington	8	16.0%
	Booths, Railway View Road, Clitheroe	0	.0%
	Booths, Sharoe Green Lane, Fulwood, Preston	0	.0%
	Morrisons, Station Road, Bamber Bridge	0	.0%
	Sainsbury's, Cable Street, Lancaster	0	.0%
	Aldi, Harpers Lane, Chorley	0	.0%
	Asda, London Street, Southport	0	.0%
	Asda, Ovington Road, Lancaster	0	.0%

Q1. Where do you usually do your main food shopping?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Booths, Cherestanc Square, Garstang	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	14.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Millbrook Way, Penwortham	7	.8%	0	.0%	0	.0%	3	3.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Amounderness Way, Thornton-Cleveleys	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	5	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Inglewhite Road, Longridge, Preston	7	.8%	0	.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Abbey Street, Accrington	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%	0	.0%
Aldi, Corporation Street, Preston	6	.7%	2	2.0%	1	1.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Fishergate, Preston	6	.7%	2	2.0%	0	.0%	3	3.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Amounderness Way, Thornton Cleveleys	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	10.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Poulton Lane, Kirkham	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lodge Quarry, Lancaster Road, Carnforth	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	12.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Blackpool Road, Preston	5	.6%	0	.0%	3	3.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Meol Cop Centre, Southport	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	8.0%	1	2.0%	0	.0%	0	.0%
Asda, Towngate, Leyland	5	.6%	0	.0%	0	.0%	0	.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Morrisons, Golden Hill Lane, Leyland	5	.6%	0	.0%	0	.0%	1	1.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Georges Place, Lord Street, Southport	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	10.0%	0	.0%	0	.0%	0	.0%
Asda, Lower Audley Retail Park, Blackburn	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	3	6.0%
Aldi, Crescent West, Thornton Cleveleys	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	6.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Deepdale Retail Park, Preston	4	.4%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Water Street, Ringway, Chorley	4	.4%	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Marks & Spencer, Broadway, Accrington	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Morecambe Road, Lancaster	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Liverpool Road, Longton	3	.3%	0	.0%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Scotland Road, Carnforth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Market	3	.3%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Red Bank Road, Blackpool	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hardwood Street, Blackburn	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	2	4.0%
Tesco, Marton Mere, Blackpool	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Capitol Centre, Walton le Dale	3	.3%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Waterloo Road, Great Barton, Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Burton Road, Kendal	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Ball Street, Poulton-le-Fylde	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Haven Road, Lytham St Annes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Berry Road, Longridge	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q1. Where do you usually do your main food shopping?

	Zone	
	14	
	Num	%
Booths, Cherestanc Square, Garstang	0	.0%
Booths, Millbrook Way, Penwortham	0	.0%
Morrisons, Amounderness Way, Thornton-Cleveleys	0	.0%
Sainsbury's, Inglewhite Road, Longridge, Preston	0	.0%
Tesco, Abbey Street, Accrington	7	14.0%
Aldi, Corporation Street, Preston	0	.0%
Marks & Spencer, Fishergate, Preston	0	.0%
Morrisons, Amounderness Way, Thornton Cleveleys	0	.0%
Morrisons, Poulton Lane, Kirkham	0	.0%
Tesco, Lodge Quarry, Lancaster Road, Carnforth	0	.0%
Aldi, Blackpool Road, Preston	0	.0%
Aldi, Meol Cop Centre, Southport	0	.0%
Asda, Towngate, Leyland	0	.0%
Morrisons, Golden Hill Lane, Leyland	0	.0%
Sainsbury's, St Georges Place, Lord Street, Southport	0	.0%
Asda, Lower Audley Retail Park, Blackburn	0	.0%
Other		
Aldi, Crescent West, Thornton Cleveleys	0	.0%
Aldi, Deepdale Retail Park, Preston	0	.0%
Asda, Water Street, Ringway, Chorley	0	.0%
Marks & Spencer, Broadway, Accrington	4	8.0%
Aldi, Morecambe Road, Lancaster	0	.0%
Booths, Liverpool Road, Longton	0	.0%
Booths, Scotland Road, Carnforth	0	.0%
Preston Market	0	.0%
Sainsbury's, Red Bank Road, Blackpool	0	.0%
Tesco, Hardwood Street, Blackburn	0	.0%
Tesco, Marton Mere, Blackpool	0	.0%
Waitrose, Capitol Centre, Walton le Dale	0	.0%
Aldi, Waterloo Road, Great Barton, Blackpool	0	.0%
Asda, Burton Road, Kendal	0	.0%
Booths, Ball Street, Poulton-le-Fylde	0	.0%
Booths, Haven Road, Lytham St Annes	0	.0%
Booths, Berry Road, Longridge	0	.0%

Q1. Where do you usually do your main food shopping?

		Base: All respondents		Zone																									
				1		2		3		4		5		6		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Other	Booths, Market Street, Carnforth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
	Local stores, Chorley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
	Co-op, High Street, Garstang	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Lancaster Road, Knott End-on-Sea	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Topping Street, Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidi, Bloomfield Road, Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Devonshire Road, Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Shaw Bridge Street, Clitheroe	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Marks & Spencer, Penny Street, Lancaster	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hardman Way, Darwen	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%	2	4.0%
	Sainsbury's, St Andrews Road North, Lytham, St Annes	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Lancaster Road, Morecambe	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Marton Drive, Great Marton, Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Eagle Street, Accrington	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%	0	.0%
	Tesco, Mansell Way, Bolton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
	Tesco, Ormskirk Road, Wigan	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%
	Waitrose, Three Tuns Lane, Formby	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%
	Aldi, Poulton Road, Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, The Concourse, Skelmersdale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Aldi, Two Saints Place, Ormskirk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Asda, Waterloo Road, Clitheroe	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%	0	.0%	0	.0%
	Asda, Manchester Road, Bolton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Asda, The Linkway, Horwich, Bolton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Asda, Oxcliffe Road, Morecambe	1	.1%	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	.0%
	Asda, Princess Way, Burnley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, School Street, Darwen	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Asda, Wheatlea Industrial Estate, Wigan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Local stores, Deepdale	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&M, Union Street, Accrington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Sharnegreen Lane, Preston	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%	0	.0%	0	.0%
	Booths Station Road, Clitheroe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Highfield Road, Marton, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Dodge Croft Road, Kirby Lonsdale	1	.1%	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	.0%
	Booths, New Market Street, Chorley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Booths, Kirkgate, Settle	1	.1%	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	.0%
	Local stores, Clitheroe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Co-op, Millbrook Lane, Eccleston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	
Co-op, Rockville Avenue, Thornton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q1. Where do you usually do your main food shopping?

	Zone	
	14	
	Num	%
Booths, Market Street, Carnforth	0	.0%
Local stores, Chorley	0	.0%
Co-op, High Street, Garstang	0	.0%
Co-op, Lancaster Road, Knott End-on-Sea	0	.0%
Iceland, Topping Street, Blackpool	1	2.0%
Lidi, Bloomfield Road, Blackpool	0	.0%
Lidl, Devonshire Road, Blackpool	0	.0%
Lidl, Shaw Bridge Street, Clitheroe	0	.0%
Marks & Spencer, Penny Street, Lancaster	0	.0%
Sainsbury's, Hardman Way, Darwen	0	.0%
Sainsbury's, St Andrews Road North, Lytham, St Annes	0	.0%
Sainsburys, Lancaster Road, Morecambe	0	.0%
Tesco, Marton Drive, Great Marton, Blackpool	0	.0%
Tesco, Eagle Street, Accrington	2	4.0%
Tesco, Mansell Way, Bolton	0	.0%
Tesco, Ormskirk Road, Wigan	0	.0%
Waitrose, Three Tuns Lane, Formby	0	.0%
Aldi, Poulton Road, Fleetwood	0	.0%
Other Aldi, The Concourse, Skelmersdale	0	.0%
Aldi, Two Saints Place, Ormskirk	0	.0%
Asda, Waterloo Road, Clitheroe	0	.0%
Asda, Manchester Road, Bolton	0	.0%
Asda, The Linkway, Horwich, Bolton	0	.0%
Asda, Oxcliffe Road, Morecambe	0	.0%
Asda, Princess Way, Burnley	0	.0%
Asda, School Street, Darwen	0	.0%
Asda, Wheatlea Industrial Estate, Wigan	0	.0%
Local stores, Deepdale	0	.0%
B&M, Union Street, Accrington	1	2.0%
Booths, Sharnegreen Lane, Preston	0	.0%
Booths Station Road, Clitheroe	0	.0%
Booths, Highfield Road, Marton, Blackpool	0	.0%
Booths, Dodge Croft Road, Kirby Lonsdale	0	.0%
Booths, New Market Street, Chorley	0	.0%
Booths, Kirkgate, Settle	0	.0%
Local stores, Clitheroe	0	.0%
Co-op, Millbrook Lane, Ecclestone	0	.0%
Co-op, Rockville Avenue, Thornton	0	.0%

Q1. Where do you usually do your main food shopping?

		Base: All respondents		Zone																									
				1		2		3		4		5		6		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Co-op, Station Road, Ainsdale, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Co-op, Whalley New Road, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Co-op, Preston Old Road, Deep Down	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Highfield Road, South Shore, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Aughton Street, Ormskirk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Iceland, Ewood Mill, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Iceland, King Street, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Lidl, Albert Road, Bolton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Lidl, Blackburn Road, Banktop, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Lidl, Preston Road, Standish	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Lidl, Virginia Street, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Local Market, Accrington	1	.1%	0	.0%	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 stores, Hutton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks and Spencer, Chapel Street, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Boundry Road, St Helens	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Morrisons, Pendle Street, Newchurch, Nelson	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Broughton Road, Skipton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Active Way, Burnley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Sir Tom Finney Way, Preston	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys, Church Lane, Great Harwood	1	.1%	0	.0%	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, Markham Retail Park, Stamford	1	.1%	0	.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%	
Show Suite, Main Square, Chorley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	
Local stores, Rawtenstall, Rossendale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	
Tesco, High Street, Preston	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Tesco, St Davids Road North, Lytham St Annes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q1. Where do you usually do your main food shopping?

		Zone	
		14	
		Num	%
	Co-op, Station Road, Ainsdale, Southport	0	.0%
	Co-op, Whalley New Road, Blackburn	0	.0%
	Co-op, Preston Old Road, Deep Down	0	.0%
	Farmers Market, Southport	0	.0%
	Highfield Road, South Shore, Blackpool	0	.0%
	Iceland, Aughton Street, Ormskirk	0	.0%
	Iceland, Ewood Mill, Blackburn	0	.0%
	Iceland, King Street, Southport	0	.0%
	Lidl, Albert Road, Bolton	0	.0%
	Lidl, Blackburn Road, Banktop, Blackburn	0	.0%
	Lidl, Preston Road, Standish	0	.0%
	Lidl, Virginia Street, Southport	0	.0%
	Local Market, Accrington	1	2.0%
	Local stores, Hutton	0	.0%
Other	Marks and Spencer, Chapel Street, Southport	0	.0%
	Morrisons, Boundry Road, St Helens	0	.0%
	Morrisons, Pendle Street, Newchurch, Nelson	0	.0%
	Morrisons, Broughton Road, Skipton	0	.0%
	Sainsbury's, Active Way, Burnley	0	.0%
	Sainsbury's, Sir Tom Finney Way, Preston	0	.0%
	Sainsburys, Church Lane, Great Harwood	1	2.0%
	Sainsbury's, Markham Retail Park, Stamford	0	.0%
	Show Suite, Main Square, Chorley	0	.0%
	Local stores, Rawtenstall, Rossendale	0	.0%
	Tesco, High Street, Preston	0	.0%
	Tesco, St Davids Road North, Lytham St Annes	0	.0%

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Q1. Where do you usually do your main food shopping?

		Base: All respondents		Zone																							
				1		2		3		4		5		6		7		8		9		10		11		12	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Altacar Road, Formby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Tesco, Eureka Park, Ashford	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Fleetwood Road North, Cleveleys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Queen Street, Great Harwood	1	.1%	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, Roe Lee Retail Centre, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Royalty Mall, Arndale Centre, Morecambe	1	.1%	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%
	Wainwrights Yard, Stricklandgate, Kendal	1	.1%	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%
	Wheatlea Industrial Estate, Worthington Way, Wigan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%

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Q1. Where do you usually do your main food shopping?

		Zone	
		14	
		Num	%
Other	Tesco, Altacar Road, Formby	0	.0%
	Tesco, Eureka Park, Ashford	0	.0%
	Tesco, Fleetwood Road North, Cleveleys	0	.0%
	Tesco, Queen Street, Great Harwood	1	2.0%
	Tesco, Roe Lee Retail Centre, Blackburn	0	.0%
	Tesco, Royalty Mall, Arndale Centre, Morecambe	0	.0%
	Wainwrights Yard, Stricklandgate, Kendal	0	.0%
	Wheatlea Industrial Estate, Worthington Way, Wigan	0	.0%

Q2. Why do you choose to use Q1 for your main food shopping?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%

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Q2. Why do you choose to use Q1 for your main food shopping?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		50	100.0%	50	100.0%	50	100.0%	50	100.0%

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Q2. Why do you choose to use Q1 for your main food shopping?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Convenient to home	400	44.4%	51	51.0%	43	43.0%	44	44.0%	49	49.0%	27	54.0%	20	40.0%	21	42.0%	22	44.0%	16	32.0%	17	34.0%
Better value for money	89	9.9%	7	7.0%	8	8.0%	13	13.0%	19	19.0%	1	2.0%	1	2.0%	2	4.0%	3	6.0%	6	12.0%	8	16.0%
Lower prices	71	7.9%	6	6.0%	11	11.0%	8	8.0%	8	8.0%	3	6.0%	5	10.0%	7	14.0%	5	10.0%	0	.0%	2	4.0%
Like it/habit/always used it	62	6.9%	7	7.0%	11	11.0%	2	2.0%	4	4.0%	5	10.0%	9	18.0%	1	2.0%	4	8.0%	3	6.0%	5	10.0%
Quality of goods	53	5.9%	8	8.0%	7	7.0%	7	7.0%	3	3.0%	4	8.0%	4	8.0%	3	6.0%	2	4.0%	3	6.0%	4	8.0%
Range of goods available	37	4.1%	6	6.0%	2	2.0%	6	6.0%	2	2.0%	3	6.0%	1	2.0%	3	6.0%	3	6.0%	2	4.0%	0	.0%
Convenient to work	25	2.8%	2	2.0%	2	2.0%	2	2.0%	1	1.0%	1	2.0%	2	4.0%	1	2.0%	2	4.0%	3	6.0%	1	2.0%
Good/cheap parking	18	2.0%	2	2.0%	2	2.0%	1	1.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	3	6.0%
Preference for retailer	16	1.8%	1	1.0%	2	2.0%	1	1.0%	3	3.0%	1	2.0%	1	2.0%	3	6.0%	0	.0%	1	2.0%	0	.0%
Easy to get to	14	1.6%	2	2.0%	2	2.0%	4	4.0%	2	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%
Friendly staff/service	6	.7%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	3	6.0%
Good bus service	5	.6%	2	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Larger store	5	.6%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Convenient for other shops	3	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%

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Q2. Why do you choose to use Q1 for your main food shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Convenient to home	23	46.0%	29	58.0%	24	48.0%	14	28.0%
Better value for money	4	8.0%	7	14.0%	4	8.0%	6	12.0%
Lower prices	3	6.0%	3	6.0%	3	6.0%	7	14.0%
Like it/habit/always used it	3	6.0%	0	.0%	3	6.0%	5	10.0%
Quality of goods	1	2.0%	1	2.0%	1	2.0%	5	10.0%
Range of goods available	1	2.0%	1	2.0%	4	8.0%	3	6.0%
Convenient to work	3	6.0%	2	4.0%	1	2.0%	2	4.0%
Good/cheap parking	3	6.0%	0	.0%	2	4.0%	2	4.0%
Preference for retailer	1	2.0%	1	2.0%	0	.0%	1	2.0%
Easy to get to	1	2.0%	1	2.0%	0	.0%	0	.0%
Friendly staff/service	0	.0%	0	.0%	1	2.0%	0	.0%
Good bus service	0	.0%	0	.0%	1	2.0%	0	.0%
Larger store	1	2.0%	0	.0%	0	.0%	0	.0%
Convenient for other shops	0	.0%	0	.0%	0	.0%	0	.0%

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Q2. Why do you choose to use Q1 for your main food shopping?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Staff discount	12	1.3%	1	1.0%	2	2.0%	1	1.0%	2	2.0%	0	.0%	1	2.0%	0	.0%	2	4.0%	0	.0%	1	2.0%
Can get a lift there	9	1.0%	2	2.0%	1	1.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Quicker/ easier - don't have to travel	8	.9%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	3	6.0%	0	.0%	0	.0%
Clubcard points/ loyalty scheme	7	.8%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	1	2.0%
Good offers	7	.8%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	1	2.0%	2	4.0%	0	.0%	0	.0%	0	.0%
For certain goods I like there	6	.7%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
They have everything I need	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	1	2.0%	0	.0%
Biggest store in the area	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Nice size	3	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
No/ little other choice	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Open 24 hours	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Convenient for other locations I visit	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
Best store around	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Change of scenery	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
Like own brands	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Other Daughter does it for me	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%
Free delivery	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Good fresh food - fish/ fruit & vegt	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Good internal layout	2	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
No particular reason	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%
Supporting local traders	2	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Compassion awards for animal welfare	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Convenience	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good restaurant	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Just a nice store	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Like the atmosphere	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Move around between different shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
One stop shop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Quiet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sell local products	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Unusual continental goods	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q2. Why do you choose to use Q1 for your main food shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Staff discount	0	.0%	1	2.0%	1	2.0%	0	.0%
Can get a lift there	1	2.0%	0	.0%	1	2.0%	0	.0%
Quicker/ easier - don't have to travel	0	.0%	1	2.0%	1	2.0%	0	.0%
Clubcard points/ loyalty scheme	0	.0%	0	.0%	0	.0%	1	2.0%
Good offers	1	2.0%	1	2.0%	0	.0%	0	.0%
For certain goods I like there	0	.0%	0	.0%	0	.0%	1	2.0%
They have everything I need	0	.0%	0	.0%	1	2.0%	0	.0%
Biggest store in the area	0	.0%	0	.0%	1	2.0%	1	2.0%
Nice size	1	2.0%	1	2.0%	0	.0%	0	.0%
No/ little other choice	1	2.0%	0	.0%	0	.0%	0	.0%
Open 24 hours	0	.0%	0	.0%	0	.0%	0	.0%
Convenient for other locations I visit	1	2.0%	0	.0%	0	.0%	0	.0%
Best store around	0	.0%	0	.0%	0	.0%	1	2.0%
Change of scenery	0	.0%	0	.0%	0	.0%	0	.0%
Like own brands	0	.0%	0	.0%	0	.0%	0	.0%
Other Daughter does it for me	0	.0%	0	.0%	0	.0%	0	.0%
Free delivery	1	2.0%	0	.0%	0	.0%	0	.0%
Good fresh food - fish/ fruit & vegt	0	.0%	0	.0%	0	.0%	0	.0%
Good internal layout	0	.0%	0	.0%	0	.0%	0	.0%
No particular reason	0	.0%	0	.0%	0	.0%	0	.0%
Supporting local traders	0	.0%	0	.0%	0	.0%	1	2.0%
Compassion awards for animal welfare	0	.0%	0	.0%	0	.0%	0	.0%
Convenience	0	.0%	1	2.0%	0	.0%	0	.0%
Good restaurant	0	.0%	0	.0%	0	.0%	0	.0%
Just a nice store	0	.0%	0	.0%	1	2.0%	0	.0%
Like the atmosphere	0	.0%	0	.0%	0	.0%	0	.0%
Move around between different shops	0	.0%	0	.0%	0	.0%	0	.0%
One stop shop	0	.0%	0	.0%	0	.0%	0	.0%
Quiet	0	.0%	0	.0%	0	.0%	0	.0%
Sell local products	0	.0%	0	.0%	0	.0%	0	.0%
Unusual continental goods	0	.0%	0	.0%	0	.0%	0	.0%

Q3. In addition to your main food/ grocery shopping trip, do you normally do any other shopping for food and grocery items (i.e. top-up shopping)?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Yes	687	76.3%	81	81.0%	64	64.0%	70	70.0%	81	81.0%	41	82.0%	37	74.0%	40	80.0%	38	76.0%	39	78.0%	41	82.0%	39	78.0%	37	74.0%	41	82.0%	38	76.0%
No	213	23.7%	19	19.0%	36	36.0%	30	30.0%	19	19.0%	9	18.0%	13	26.0%	10	20.0%	12	24.0%	11	22.0%	9	18.0%	11	22.0%	13	26.0%	9	18.0%	12	24.0%

Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up food shopping	687	100.0%	81	100.0%	64	100.0%	70	100.0%	81	100.0%	41	100.0%	37	100.0%	40	100.0%	38	100.0%	39	100.0%	41	100.0%
Morrisons, Mariners Way, Ashton-on-Ribble, Preston	16	2.3%	12	14.8%	1	1.6%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Pittman Way, Preston	7	1.0%	0	.0%	4	6.3%	0	.0%	1	1.2%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Flintoff Way, Preston	6	.9%	4	4.9%	1	1.6%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Blackpool Road, Preston	6	.9%	4	4.9%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Leyland Lane, Leyland	6	.9%	1	1.2%	0	.0%	1	1.4%	4	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Towngate, Leyland	6	.9%	1	1.2%	0	.0%	0	.0%	4	4.9%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Cuerden Way, Bamber Bridge	5	.7%	0	.0%	0	.0%	2	2.9%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Longsands Lane, Fulwood, Preston	5	.7%	0	.0%	4	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Market Street, Preston	4	.6%	2	2.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Sainsbury's, Birch Avenue, Penwortham	4	.6%	0	.0%	0	.0%	0	.0%	4	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Granton Walk, Preston	3	.4%	1	1.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Co-op, Pope Lane, Preston	3	.4%	2	2.5%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Hough Lane, Leyland	3	.4%	0	.0%	0	.0%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, North Road, Preston	3	.4%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Lidl, Churchill Way, Leyland	3	.4%	1	1.2%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, West Strand, Preston	3	.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Co-op, Berry Lane, Preston	2	.3%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Longridge Road, Ribbleson	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Internet	2	.3%	0	.0%	1	1.6%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Lowthian House, Market Street, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, New Hall Lane, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blackpool Road, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up food shopping	39	100.0%	37	100.0%	41	100.0%	38	100.0%
Morrisons, Mariners Way, Ashton-on-Ribble, Preston	0	.0%	0	.0%	1	2.4%	0	.0%
Asda, Pittman Way, Preston	0	.0%	0	.0%	0	.0%	1	2.6%
Sainsbury's, Flintoff Way, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Blackpool Road, Preston	0	.0%	0	.0%	1	2.4%	0	.0%
Tesco, Leyland Lane, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Towngate, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Cuerden Way, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Longsands Lane, Fulwood, Preston	1	2.6%	0	.0%	0	.0%	0	.0%
Iceland, Market Street, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Birch Avenue, Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Granton Walk, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Pope Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Hough Lane, Leyland	0	.0%	1	2.7%	0	.0%	0	.0%
Iceland, North Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Churchill Way, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, West Strand, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Berry Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Longridge Road, Ribbleson	0	.0%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Lowthian House, Market Street, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, New Hall Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Blackpool Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Preston	17	2.5%	4	4.9%	6	9.4%	4	5.7%	2	2.5%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Booths, Sharoe Green Lane, Preston	14	2.0%	5	6.2%	6	9.4%	2	2.9%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Millbrook Way, Penwortham	11	1.6%	0	.0%	0	.0%	5	7.1%	6	7.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Blackburn	11	1.6%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Market	11	1.6%	3	3.7%	3	4.7%	1	1.4%	3	3.7%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Aldi, Cuerden Way, Bamber Bridge	10	1.5%	0	.0%	1	1.6%	9	12.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Olympian Way, Town Centre, Leyland	10	1.5%	0	.0%	0	.0%	0	.0%	9	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	10	1.5%	3	3.7%	0	.0%	2	2.9%	2	2.5%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Asda, Eastway, Fulwood, Preston	9	1.3%	3	3.7%	4	6.3%	1	1.4%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Towngate, Leyland	8	1.2%	1	1.2%	0	.0%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Hyndburn Road, Accrington	8	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods	7	1.0%	0	.0%	0	.0%	1	1.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Liverpool Road, Longton	7	1.0%	0	.0%	0	.0%	0	.0%	6	7.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Booths, Berry Road Longridge	7	1.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	12.8%	0	.0%
Booths, Woodlands Road, Ansdell, Lytham St. Annes, Lancashire	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	18.4%	0	.0%	0	.0%
Co-op, Lancaster Road, Knott End-on-Sea, Poulton-le-Fylde	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	13.5%	2	5.0%	0	.0%	0	.0%	0	.0%
Morrisons, Station Road, Bamber Bridge	7	1.0%	0	.0%	0	.0%	7	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Meol Cop Centre, Southport	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	14.6%
Other Aldi, Ring Way, Preston	6	.9%	1	1.2%	3	4.7%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe Market	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	12.8%	0	.0%
Aldi, Argyle Street, Accrington	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.1%	0	.0%
Booths, New Market Street, Chorley	5	.7%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Leyland	5	.7%	0	.0%	1	1.6%	0	.0%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Lord Street, Southport	5	.7%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%
Sainsbury's, Lord Street, Southport	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	12.2%
Sainsbury's, Moor Lane, Clitheroe	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	10.3%	0	.0%
Tesco, Foxhole Road, Chorley	5	.7%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Liverpool Road North, Burscough	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, St Davids Road North, Lytham St Annes	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	13.2%	0	.0%	0	.0%
Aldi, Harpers Lane, Chorley	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods, Lancashire	4	.6%	0	.0%	0	.0%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Ingram Road, Skermersdale	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Scotland Road, Carnforth	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Station Road, Clitheroe	4	.6%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.7%	0	.0%
Local stores, Poulton-le-Fylde	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%	1	2.5%	0	.0%	0	.0%	0	.0%
Local stores, Ormskirk	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Southport	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%
Marks & Spencer, Chapel Street, Southport	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%

Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Local stores, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Sharoe Green Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Millbrook Way, Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Blackburn	0	.0%	0	.0%	10	24.4%	0	.0%
Preston Market	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Cuerden Way, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Olympian Way, Town Centre, Leyland	0	.0%	1	2.7%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	0	.0%	1	2.6%
Asda, Eastway, Fulwood, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Towngate, Leyland	1	2.6%	2	5.4%	1	2.4%	0	.0%
Asda, Hyndburn Road, Accrington	0	.0%	0	.0%	0	.0%	7	18.4%
Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods	0	.0%	4	10.8%	0	.0%	0	.0%
Booths, Liverpool Road, Longton	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Berry Road Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Woodlands Road, Ansdell, Lytham St. Annes, Lancashire	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Lancaster Road, Knott End-on-Sea, Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Station Road, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Meol Cop Centre, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Other Aldi, Ring Way, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe Market	0	.0%	0	.0%	1	2.4%	0	.0%
Aldi, Argyle Street, Accrington	0	.0%	0	.0%	0	.0%	3	7.9%
Booths, New Market Street, Chorley	0	.0%	4	10.8%	0	.0%	0	.0%
Local stores, Leyland	1	2.6%	0	.0%	0	.0%	0	.0%
Morrisons, Lord Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Lord Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Moor Lane, Clitheroe	0	.0%	0	.0%	1	2.4%	0	.0%
Tesco, Foxhole Road, Chorley	0	.0%	2	5.4%	0	.0%	1	2.6%
Tesco, Liverpool Road North, Burscough	5	12.8%	0	.0%	0	.0%	0	.0%
Tesco, St Davids Road North, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Harpers Lane, Chorley	0	.0%	4	10.8%	0	.0%	0	.0%
Asda, Clayton Green Centre, Sheep Hill Lane, Clayton-le-Woods, Lancashire	0	.0%	1	2.7%	1	2.4%	0	.0%
Asda, Ingram Road, Skermersdale	4	10.3%	0	.0%	0	.0%	0	.0%
Booths, Scotland Road, Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Station Road, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Ormskirk	4	10.3%	0	.0%	0	.0%	0	.0%
Local stores, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Chapel Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Marks & Spencer, Fishergate, Preston	4	.6%	1	1.2%	1	1.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Poulton Street, Kirkham	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	10.5%	0	.0%	0	.0%
Spar, Whalley Place, Lytham	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	3	7.9%	0	.0%	0	.0%
Tesco, Abbey Street, Accrington	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Arndale Centre, Morecambe	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Blackpool Road, Preston	3	.4%	2	2.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Ewood Park, Blackburn	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Ovangle Road, Lancaster	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Vicarage lane, Blackpool	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.5%	0	.0%	0	.0%	0	.0%
Blackburn Market	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Cherstanc Square, Garstang	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Hala Road, Scotforth, Lancaster	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chorley Market	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Harewood Road, Preston	3	.4%	1	1.2%	1	1.6%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Rishton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Marsh Green, Wigan	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Co-op, Moor Road, Chorley	3	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Co-op, Station Road, Croston, Leyland	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Other	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fulwood	3	.4%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Local stores, Hambleton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lancaster	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lytham St Annes	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.9%	0	.0%	0	.0%	0	.0%
Local stores, Skelmersdale	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Central Drive, Morecambe	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Park Road, Ormskirk	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Sainsbury's, Inglewhite Road, Longridge, Preston	3	.4%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Sainsbury's, Park Hill Road, Garstang	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Penny Street, Lancaster	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, George Street, Whalley, Clitheroe	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.7%	0	.0%	0	.0%
Spar, Scale Hall Lane, Lancaster	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Woodplumpton Road, Preston	3	.4%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Duck Street, Clitheroe	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.7%	0	.0%	0	.0%
Tesco, Hill Street, Blackburn	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Capitol Centre, Walton-le-Dale, Preston	3	.4%	0	.0%	0	.0%	2	2.9%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington Market	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Back Cop Lane, Fleetwood	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Marks & Spencer, Fishergate, Preston	0	.0%	0	.0%	1	2.4%	0	.0%
Morrisons, Poulton Street, Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Whalley Place, Lytham	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Abbey Street, Accrington	0	.0%	0	.0%	0	.0%	4	10.5%
Tesco, Arndale Centre, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Blackpool Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Ewood Park, Blackburn	0	.0%	0	.0%	3	7.3%	0	.0%
Asda, Ovangle Road, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Vicarage lane, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Blackburn Market	0	.0%	0	.0%	2	4.9%	1	2.6%
Booths, Cherestanc Square, Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Hala Road, Scotforth, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Chorley Market	0	.0%	3	8.1%	0	.0%	0	.0%
Co-op, Harewood Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Rishton	0	.0%	0	.0%	0	.0%	3	7.9%
Co-op, Marsh Green, Wigan	2	5.1%	0	.0%	0	.0%	0	.0%
Co-op, Moor Road, Chorley	0	.0%	1	2.7%	0	.0%	0	.0%
Co-op, Station Road, Croston, Leyland	2	5.1%	0	.0%	0	.0%	0	.0%
Local stores, Ecclestone	0	.0%	3	8.1%	0	.0%	0	.0%
Local stores, Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hambleton	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Skelmersdale	3	7.7%	0	.0%	0	.0%	0	.0%
Morrisons, Central Drive, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Park Road, Ormskirk	2	5.1%	0	.0%	0	.0%	0	.0%
Sainsbury's, Inglewhite Road, Longridge, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Park Hill Road, Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Penny Street, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Spar, George Street, Whalley, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Scale Hall Lane, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Woodplumpton Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Duck Street, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Hill Street, Blackburn	0	.0%	0	.0%	3	7.3%	0	.0%
Waitrose, Capitol Centre, Walton-le-Dale, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Accrington Market	0	.0%	0	.0%	0	.0%	2	5.3%
Asda, Back Cop Lane, Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

		Base: Those undertaking top-up food shopping		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Central 12 Shopping Park - Derby Road, Southport	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Asda, London Street, Southport	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%
	Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Asda, Towngate, Leyland	2	.3%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&M Bargains, Tithebarn Street, Preston	2	.3%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Ball Street, Poulton-le-Fylde	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	1	2.5%	0	.0%	0	.0%	0	.0%
	Booths, Haven Road, Lytham St Annes	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%	0	.0%
	Booths, Highfield Road, Blackpool	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
	Booths, Woodplumpton Road, Preston	2	.3%	1	1.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Blackburn Road, Darwen	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Central Drive, Blackpool	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fylde Road, Southport	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%
	Co-op, Ribbleton Avenue, Ribbleton, Preston	2	.3%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Scool Hill, Leyland	2	.3%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmfoods, West Strand, Preston	2	.3%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Home Bargains, Deepdale Road, Preston	2	.3%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Ankerton Lane, Cleveleys	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
	Lidl, Blackburn Road, Banktop, Blackburn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Much Hoole	2	.3%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chorley	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Accrington	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bamber Bridge	2	.3%	0	.0%	0	.0%	1	1.4%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Blackpool	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	1	2.5%	0	.0%	0	.0%	0	.0%
	Local stores, Clitheroe	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.1%	0	.0%
	Local stores, Holme	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Penwortham	2	.3%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Preesall	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Leyland Road, Preston	2	.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Church Street, Blackpool	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broadway, Accrington	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Deepdale Shopping Centre, Blackpool	2	.3%	1	1.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Amounderness Way, Thornton-Cleveleys	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
Morrisons, Brooke Street, Chorley	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Morrisons, Railway Road, Blackburn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Sainsbury's, Birch Avenue, Preston	2	.3%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury's, Lancaster Road, Morecambe	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

Q4. Where do you do your day to day 'top-up' food and grocery shopping?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
Other	Asda, Central 12 Shopping Park - Derby Road, Southport	1	2.6%	0	.0%	0	.0%	0	.0%
	Asda, London Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn,	0	.0%	0	.0%	1	2.4%	0	.0%
	Asda, Towngate, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
	B&M Bargains, Tithebarn Street, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Ball Street, Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Haven Road, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Highfield Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Booths, Woodplumpton Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Blackburn Road, Darwen	0	.0%	0	.0%	2	4.9%	0	.0%
	Co-op, Central Drive, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fylde Road, Southport	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Ribbleton Avenue, Ribbleton, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Scool Hill, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
	Farmfoods, West Strand, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Home Bargains, Deepdale Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Ankerton Lane, Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Blackburn Road, Banktop, Blackburn	0	.0%	0	.0%	2	4.9%	0	.0%
	Local stores, Much Hoole	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chorley	0	.0%	2	5.4%	0	.0%	0	.0%
	Local stores, Accrington	0	.0%	0	.0%	0	.0%	2	5.3%
	Local stores, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Holme	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Preesall	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Leyland Road, Preston	1	2.6%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Church Street, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broadway, Accrington	0	.0%	0	.0%	0	.0%	2	5.3%
	Marks & Spencer, Deepdale Shopping Centre, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Amounderness Way, Thornton-Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Brooke Street, Chorley	0	.0%	2	5.4%	0	.0%	0	.0%	
Morrisons, Railway Road, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%	
Sainsbury's, Birch Avenue, Preston	0	.0%	0	.0%	0	.0%	0	.0%	
Sainsbury's, Lancaster Road, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%	

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Spar Garage, Burnley Road, Accrington	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Blackpool Road, Ashton-on-Ribble	2	.3%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Dixon Road, Blackpool	2	.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Spar, Kent Street, Preston	2	.3%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Poplar Avenue, Bamber Bridge	2	.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Spar, Victoria Terrace, Lostock Hall	2	.3%	0	.0%	1	1.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Walton Park Estate	2	.3%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fleetwood Road North, Cleveleys	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%	0	.0%	0	.0%	0	.0%
Tesco, Buckshaw Avenue, Chorley	2	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, King Street, Lancaster	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Higher Wheelton, Chorley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Scot Lane, Wigan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Crescent West, Thornton Cleveleys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Aldi, Deepdale Retail Park, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Morecambe Road, Lancaster	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Poulton Road, Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Aldi, Ingram Road, Skelmersdale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Cherry Tree Road, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Barton Grange Garden Centre, Garstang Road, Brock	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Lancaster Road, Morecambe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Station Road, Preston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Centenary Way, Finsley Gate, Burnley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Co-op, Market Square, Kirkham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Co-op, Chain Lane, Staining	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Co-op, Chorley Road, Addlington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Douglas Drive, Freckleton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Co-op, Garstang Lane, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Harbour Lane, Warton, Preston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Co-op, Headroomgate Road, Lytham St Annes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Co-op, Marshside Road, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Co-op, Norbreck Drive, Ashton-on-Ribble, Leyland	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Plungington Road, Fulwood, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Preston new road, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Spar Garage, Burnley Road, Accrington	0	.0%	0	.0%	0	.0%	2	5.3%
Spar, Blackpool Road, Ashton-on-Ribble	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Dixon Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Kent Street, Preston	1	2.6%	0	.0%	0	.0%	0	.0%
Spar, Poplar Avenue, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Victoria Terrace, Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Walton Park Estate	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Fleetwood Road North, Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Buckshaw Avenue, Chorley	0	.0%	1	2.7%	0	.0%	0	.0%
Tesco, King Street, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Higher Wheelton, Chorley	0	.0%	1	2.7%	0	.0%	0	.0%
Aldi, Scot Lane, Wigan	1	2.6%	0	.0%	0	.0%	0	.0%
Aldi, Crescent West, Thornton Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Deepdale Retail Park, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Morecambe Road, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Poulton Road, Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Ingram Road, Skelmersdale	1	2.6%	0	.0%	0	.0%	0	.0%
Asda, Cherry Tree Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Other Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
Local stores, Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Barton Grange Garden Centre, Garstang Road, Brock	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Lancaster Road, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Booths, Station Road, Preston	1	2.6%	0	.0%	0	.0%	0	.0%
Bury Market	0	.0%	0	.0%	1	2.4%	0	.0%
Centenary Way, Finsley Gate, Burnley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Market Square, Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Chain Lane, Staining	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Chorley Road, Addlington	0	.0%	1	2.7%	0	.0%	0	.0%
Co-op, Douglas Drive, Freckleton	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Garstang Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Harbour Lane, Warton, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Headroomgate Road, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Marshside Road, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Norbreck Drive, Ashton-on-Ribble, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Plungington Road, Fulwood, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Preston new road, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

		Base: Those undertaking top-up food shopping		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Co-op, Preston Road, Standish	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, St James Street, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Co-op, Sowerby Street, Padiham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Victoria Road East, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
	Co-op, Westgate, Skelmersdale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Whalley New Road, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Garstang	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Deep Down, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Corner shop on blackpool road	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Darren's Mobile Fish Stall, Bamber Bridge	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmfoods, Devonshire Road, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
	Fulwood Express, Watling Street Road, Fulwood, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Home Bargains, Market Place, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Honeywells Butchers, Eabes Lane, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Royalty Mall, Arndale Centre, Morecambe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Vicarage Lane, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
	Leyland Market	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Lidl, Albert Road, Farnworth, Bolton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Bloomfield Road, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
	Lidl, Duckworth Street, Darwen	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southport Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Local stores, Ashford	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Birkdale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Local stores, Deepdale	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Fishwick	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Kirkby Lonsdale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, New Longton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rishton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bilsborrow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Knott End	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Longton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ashton-on-Ribble	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Burscough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Crossens	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
	Local stores, Deepdale	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Great Harwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Longend	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ulms Walton	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Walmer Bridge	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, School Lane, Brinscall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q4. Where do you do your day to day 'top-up' food and grocery shopping?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
	Co-op, Preston Road, Standish	0	.0%	1	2.7%	0	.0%	0	.0%
	Co-op, St James Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Sowerby Street, Padiham	0	.0%	0	.0%	0	.0%	1	2.6%
	Co-op, Victoria Road East, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Westgate, Skelmersdale	1	2.6%	0	.0%	0	.0%	0	.0%
	Co-op, Whalley New Road, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
	Co-op, High Street, Garstang	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Deep Down, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Corner shop on blackpool road	0	.0%	0	.0%	0	.0%	0	.0%
	Darren's Mobile Fish Stall, Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
	Farmfoods, Devonshire Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Fulwood Express, Watling Street Road, Fulwood, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Home Bargains, Market Place, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Honeywells Butchers, Eabes Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Royalty Mall, Arndale Centre, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Vicarage Lane, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Leyland Market	0	.0%	0	.0%	0	.0%	0	.0%
Other	Lidl, Albert Road, Farnworth, Bolton	0	.0%	0	.0%	0	.0%	1	2.6%
	Lidl, Bloomfield Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Duckworth Street, Darwen	0	.0%	0	.0%	1	2.4%	0	.0%
	Southport Market	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ashford	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Birkdale	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Deepdale	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Fishwick	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Kirkby Lonsdale	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, New Longton	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rishton	0	.0%	0	.0%	0	.0%	1	2.6%
	Local stores, Bilsborrow	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Knott End	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Longton	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ashton-on-Ribble	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Burscough	1	2.6%	0	.0%	0	.0%	0	.0%
	Local stores, Crossens	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Deepdale	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Great Harwood	0	.0%	0	.0%	0	.0%	1	2.6%
	Local stores, Longend	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ulms Walton	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Walmer Bridge	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, School Lane, Brinscall	0	.0%	1	2.7%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Londis, Manor Road, Slyne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Londis, Watling Street Road, Fulwood, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall, Lancashire	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Penny Street, Lancaster	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Makro, Chain Caul Way, Ashton-On-Ribble	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Marks & Spencer, Aughton Street, Ormskirk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Standishgate, Wigan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
McColls, Leyland Road, Penwortham	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons Off Poulton Street	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Morrisons, Riversway, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Squires Gate Lane, Lytham St Annes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Morrisons, Station Road, Preston	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, The Green, Eccleston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Oswaldtwistle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's Montague Street, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, St Andrews Avenue North, Lytham St Annes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Other Sainsbury's, High Street, Marlow Local, Marlow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Sainsbury's, Red Bank Road, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Sainsbury's, Deepdale Road, Preston	1	.1%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selfridges, Exchange Square, Manchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Liverpool Road North, Burscough, Ormskirk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Alder Drive, Hoghton, Preston	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Black Bull Lane, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Brownage Road, Preston	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Liverpool Road North, Burscough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Chaple Street, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Church Lane, Ambleton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Clifton Street, Lytham, St Annes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Spar, Highfield Road, Carnforth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Hoghton Lane, Hoghton	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Lancaster Road, Morecambe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Leyland Lane, Leyland	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Mardale Road, Longridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Spar, Mark Square, Preston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Meadow Lane, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Londis, Manor Road, Slyne	0	.0%	0	.0%	0	.0%	0	.0%
Londis, Watling Street Road, Fulwood, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall, Lancashire	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Penny Street, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Makro, Chain Caul Way, Ashton-On-Ribble	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Aughton Street, Ormskirk	1	2.6%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Standishgate, Wigan	1	2.6%	0	.0%	0	.0%	0	.0%
McColls, Leyland Road, Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons Off Poulton Street	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Riversway, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Squires Gate Lane, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Station Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
One Stop, The Green, Eccleston	0	.0%	1	2.7%	0	.0%	0	.0%
Local stores, Oswaldtwistle	0	.0%	0	.0%	0	.0%	1	2.6%
Sainsbury's Montague Street, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
Sainsbury's, St Andrews Avenue North, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Other Sainsbury's, High Street, Marlow Local, Marlow	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Red Bank Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Deepdale Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Selfridges, Exchange Square, Manchester	0	.0%	1	2.7%	0	.0%	0	.0%
Spar, Liverpool Road North, Burscough, Ormskirk	1	2.6%	0	.0%	0	.0%	0	.0%
Spar, Alder Drive, Hoghton, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Black Bull Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Brownage Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Liverpool Road North, Burscough	1	2.6%	0	.0%	0	.0%	0	.0%
Spar, Chaple Street, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
Spar, Church Lane, Ambleton	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Clifton Street, Lytham, St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Highfield Road, Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Hoghton Lane, Hoghton	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Lancaster Road, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Leyland Lane, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Mardale Road, Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Mark Square, Preston	1	2.6%	0	.0%	0	.0%	0	.0%
Spar, Meadow Lane, Southport	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Base: Those undertaking top-up food shopping		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Spar, Millwood Road, Preston	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, New Chapel Street, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, off New Lane, Cloughton-on-Brock	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Ovington Drive, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Spar, Penwortham, Preston	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Pickup Street, Accrington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Plungington Road, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Portland Road, Langho	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Spar, Runshaw Lane, Euxton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Sandringham Road, Walton le Dale	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Shard Lane, Poulton-le-Fylde	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Thwaites Road, Oswaldtwistle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Water Lane, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Whalley Road, Altham West, Accrington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Other Spar, Woodnook Road, Appley Bridge, Wigan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Church Road, Leyland	1	.1%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Garstang Road East, Poulton le Fylde	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Tesco, Whitegate Drive, Blackpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
Tesco, Bank Top, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Blackpool Road, Preston	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Eagle Street, Accrington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Eastbank Street, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Tesco, Lancaster Way, Carnforth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Liberty Quay, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Station Road, Lytham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Tesco, Town Lane, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%
Tesco, Wren Nest Road, Glossop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Wholesalers, Amberley Street, Blackburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. Where do you do your day to day 'top-up' food and grocery shopping?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Spar, Millwood Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, New Chapel Street, Blackburn	0	.0%	0	.0%	0	.0%	1	2.6%
Spar, off New Lane, Cloughton-on-Brock	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Ovington Drive, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Penwortham, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Pickup Street, Accrington	0	.0%	0	.0%	0	.0%	1	2.6%
Spar, Plungington Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Portland Road, Langho	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Runshaw Lane, Euxton	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Sandringham Road, Walton le Dale	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Shard Lane, Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Thwaites Road, Oswaldtwistle	0	.0%	0	.0%	0	.0%	1	2.6%
Spar, Water Lane, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Spar, Whalley Road, Altham West, Accrington	0	.0%	0	.0%	0	.0%	0	.0%
Other Spar, Woodnook Road, Appley Bridge, Wigan	1	2.6%	0	.0%	0	.0%	0	.0%
Tesco, Church Road, Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Garstang Road East, Poulton le Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Whitegate Drive, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Bank Top, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
Tesco, Blackpool Road, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Eagle Street, Accrington	0	.0%	0	.0%	0	.0%	1	2.6%
Tesco, Eastbank Street, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Lancaster Way, Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Liberty Quay, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%
Tesco, Station Road, Lytham	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Town Lane, Southport	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Wren Nest Road, Glossop	0	.0%	0	.0%	0	.0%	0	.0%
Wholesalers, Amberley Street, Blackburn	0	.0%	0	.0%	1	2.4%	0	.0%

Q5. Of all the money you spend on your household's food and groceries, what percentage goes to your main food and grocery shopping at Q1?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
0-10%	13	1.4%	0	.0%	1	1.0%	2	2.0%	3	3.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	2	4.0%	2	4.0%	0	.0%
11-20%	19	2.1%	1	1.0%	1	1.0%	6	6.0%	3	3.0%	0	.0%	0	.0%	1	2.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	2	4.0%	2	4.0%	0	.0%
21-30%	23	2.6%	1	1.0%	3	3.0%	1	1.0%	0	.0%	1	2.0%	1	2.0%	3	6.0%	1	2.0%	1	2.0%	2	4.0%	2	4.0%	2	4.0%	2	4.0%	3	6.0%
31-40%	13	1.4%	0	.0%	3	3.0%	1	1.0%	2	2.0%	0	.0%	1	2.0%	1	2.0%	2	4.0%	0	.0%	1	2.0%	0	.0%	2	4.0%	0	.0%	0	.0%
41-50%	79	8.8%	5	5.0%	7	7.0%	8	8.0%	9	9.0%	3	6.0%	7	14.0%	3	6.0%	5	10.0%	11	22.0%	5	10.0%	5	10.0%	3	6.0%	6	12.0%	2	4.0%
51-60%	43	4.8%	6	6.0%	6	6.0%	3	3.0%	6	6.0%	3	6.0%	1	2.0%	0	.0%	6	12.0%	4	8.0%	2	4.0%	1	2.0%	1	2.0%	2	4.0%	2	4.0%
61-70%	68	7.6%	6	6.0%	6	6.0%	10	10.0%	9	9.0%	2	4.0%	5	10.0%	5	10.0%	3	6.0%	4	8.0%	5	10.0%	5	10.0%	3	6.0%	4	8.0%	1	2.0%

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Q5. Of all the money you spend on your household's food and groceries, what percentage goes to your main food and grocery shopping at Q1?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
71-80%	263	29.2%	30	30.0%	28	28.0%	34	34.0%	27	27.0%	17	34.0%	16	32.0%	19	38.0%	12	24.0%	8	16.0%	12	24.0%	16	32.0%	12	24.0%	13	26.0%	19	38.0%
81-90%	111	12.3%	17	17.0%	15	15.0%	10	10.0%	11	11.0%	5	10.0%	4	8.0%	6	12.0%	4	8.0%	7	14.0%	6	12.0%	8	16.0%	9	18.0%	3	6.0%	6	12.0%
91-100%	167	18.6%	22	22.0%	18	18.0%	22	22.0%	16	16.0%	12	24.0%	12	24.0%	5	10.0%	12	24.0%	6	12.0%	7	14.0%	8	16.0%	10	20.0%	9	18.0%	8	16.0%
Varies	101	11.2%	12	12.0%	12	12.0%	3	3.0%	14	14.0%	6	12.0%	3	6.0%	7	14.0%	5	10.0%	6	12.0%	9	18.0%	4	8.0%	4	8.0%	7	14.0%	9	18.0%

Q6. Have you ever purchased any of the following non-food items?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Books and stationary	491	54.6%	49	49.0%	52	52.0%	59	59.0%	52	52.0%	27	54.0%	24	48.0%	29	58.0%	30	60.0%	32	64.0%	25	50.0%	27	54.0%	31	62.0%	27	54.0%
Clothing	638	70.9%	68	68.0%	61	61.0%	81	81.0%	67	67.0%	35	70.0%	32	64.0%	36	72.0%	38	76.0%	38	76.0%	36	72.0%	37	74.0%	36	72.0%	40	80.0%
Footwear	515	57.2%	53	53.0%	49	49.0%	64	64.0%	49	49.0%	29	58.0%	26	52.0%	26	52.0%	32	64.0%	34	68.0%	27	54.0%	34	68.0%	33	66.0%	31	62.0%
Furniture, carpets and floor coverings	308	34.2%	33	33.0%	20	20.0%	41	41.0%	39	39.0%	19	38.0%	17	34.0%	13	26.0%	20	40.0%	20	40.0%	15	30.0%	20	40.0%	18	36.0%	19	38.0%
Household textiles, such as bedding and curtains	424	47.1%	47	47.0%	45	45.0%	49	49.0%	49	49.0%	31	62.0%	18	36.0%	18	36.0%	20	40.0%	30	60.0%	18	36.0%	26	52.0%	26	52.0%	21	42.0%
Household appliances, such as fridges, washing machines and kettles (excluding TVs, Hi-fi's and computers)	396	44.0%	48	48.0%	32	32.0%	48	48.0%	37	37.0%	26	52.0%	22	44.0%	22	44.0%	19	38.0%	27	54.0%	19	38.0%	22	44.0%	21	42.0%	25	50.0%
Goods such as TVs, Hi-Fi's and home computing equipment	337	37.4%	38	38.0%	32	32.0%	34	34.0%	41	41.0%	21	42.0%	18	36.0%	15	30.0%	15	30.0%	26	52.0%	16	32.0%	23	46.0%	19	38.0%	21	42.0%

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Q6. Have you ever purchased any of the following non-food items?

	Zone	
	14	
	Num	%
Base: All respondents	50	100.0%
Books and stationary	27	54.0%
Clothing	33	66.0%
Footwear	28	56.0%
Furniture, carpets and floor coverings	14	28.0%
Household textiles, such as bedding and curtains	26	52.0%
Household appliances, such as fridges, washing machines and kettles (excluding TVs, Hi-fi's and computers)	28	56.0%
Goods such as TVs, Hi-Fi's and home computing equipment	18	36.0%

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Q6. Have you ever purchased any of the following non-food items?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Cooking pots and pans, cutlery, plates and other utensils	326	36.2%	35	35.0%	35	35.0%	35	35.0%	35	35.0%	23	46.0%	16	32.0%	19	38.0%	13	26.0%	20	40.0%	16	32.0%	16	32.0%	22	44.0%	24	48.0%		
Repair and home maintenance goods, such as paints and wallpaper	398	44.2%	43	43.0%	33	33.0%	45	45.0%	48	48.0%	23	46.0%	21	42.0%	22	44.0%	25	50.0%	30	60.0%	11	22.0%	23	46.0%	26	52.0%	24	48.0%		
Tools and equipment, such as electric drills, ladders and garden tools	241	26.8%	31	31.0%	15	15.0%	32	32.0%	29	29.0%	12	24.0%	15	30.0%	10	20.0%	12	24.0%	16	32.0%	15	30.0%	19	38.0%	13	26.0%	10	20.0%		
Personal care products such as razors, hairdryers, soap, toothpaste and any other beauty products	788	87.6%	92	92.0%	78	78.0%	89	89.0%	87	87.0%	45	90.0%	41	82.0%	48	96.0%	42	84.0%	41	82.0%	43	86.0%	46	92.0%	44	88.0%	46	92.0%		
Jewellery, watches, handbags, luggage and clocks	331	36.8%	39	39.0%	31	31.0%	39	39.0%	30	30.0%	20	40.0%	17	34.0%	18	36.0%	22	44.0%	20	40.0%	15	30.0%	18	36.0%	25	50.0%	19	38.0%		
Medical goods, such as medicines, first aid equipment, glasses and contact lenses	580	64.4%	62	62.0%	53	53.0%	72	72.0%	63	63.0%	35	70.0%	33	66.0%	31	62.0%	35	70.0%	38	76.0%	28	56.0%	33	66.0%	33	66.0%	32	64.0%		
Recreational goods, including musical instruments, equipment for camping sport and recreation, pet products and plants and flowers	387	43.0%	37	37.0%	32	32.0%	56	56.0%	45	45.0%	24	48.0%	22	44.0%	15	30.0%	22	44.0%	24	48.0%	20	40.0%	25	50.0%	25	50.0%	24	48.0%		
None of the above	17	1.9%	2	2.0%	4	4.0%	2	2.0%	1	1.0%	0	.0%	2	4.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	1	2.0%	1	2.0%	1	2.0%		

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Q6. Have you ever purchased any of the following non-food items?

	Zone	
	14	
	Num	%
Cooking pots and pans, cutlery, plates and other utensils	17	34.0%
Repair and home maintenance goods, such as paints and wallpaper	24	48.0%
Tools and equipment, such as electric drills, ladders and garden tools	12	24.0%
Personal care products such as razors, hairdryers, soap, toothpaste and any other beauty products	46	92.0%
Jewellery, watches, handbags, luggage and clocks	18	36.0%
Medical goods, such as medicines, first aid equipment, glasses and contact lenses	32	64.0%
Recreational goods, including musical instruments, equipment for camping sport and recreation, pet products and plants and flowers	16	32.0%
None of the above	0	.0%

Q7a. Where do you go most often to buy books and stationery?

	Base: Those mentioning books & stationery		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning books & stationery	491	100.0%	49	100.0%	52	100.0%	59	100.0%	52	100.0%	27	100.0%	24	100.0%	29	100.0%	30	100.0%	32	100.0%	25	100.0%
Preston	144	29.3%	34	69.4%	38	73.1%	38	64.4%	16	30.8%	1	3.7%	2	8.3%	1	3.4%	6	20.0%	3	9.4%	0	.0%
Internet	123	25.1%	10	20.4%	7	13.5%	8	13.6%	16	30.8%	9	33.3%	11	45.8%	6	20.7%	9	30.0%	12	37.5%	6	24.0%
Blackpool	24	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	16.7%	14	48.3%	6	20.0%	0	.0%	0	.0%
Blackburn	23	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Chorley	21	4.3%	1	2.0%	0	.0%	1	1.7%	3	5.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Southport	21	4.3%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	64.0%
Accrington	19	3.9%	0	.0%	0	.0%	1	1.7%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Lancaster	12	2.4%	0	.0%	0	.0%	0	.0%	1	1.9%	10	37.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	10	2.0%	1	2.0%	0	.0%	0	.0%	9	17.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	7	1.4%	0	.0%	4	7.7%	1	1.7%	0	.0%	0	.0%	1	4.2%	0	.0%	1	3.3%	0	.0%	0	.0%
Manchester	5	1.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	1	4.2%	0	.0%	1	3.3%	0	.0%	0	.0%
Burnley	4	.8%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Wigan	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Catalogue/ Mail order	2	.4%	0	.0%	1	1.9%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7a. Where do you go most often to buy books and stationery?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning books & stationery	27	100.0%	31	100.0%	27	100.0%	27	100.0%
Preston	2	7.4%	2	6.5%	1	3.7%	0	.0%
Internet	7	25.9%	10	32.3%	6	22.2%	6	22.2%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	18	66.7%	4	14.8%
Chorley	0	.0%	15	48.4%	0	.0%	0	.0%
Southport	4	14.8%	0	.0%	0	.0%	0	.0%
Accrington	1	3.7%	0	.0%	1	3.7%	14	51.9%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	3.7%	0	.0%	1	3.7%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	2	7.4%
Wigan	3	11.1%	1	3.2%	0	.0%	0	.0%
Bolton	0	.0%	1	3.2%	0	.0%	0	.0%
Trafford Centre	0	.0%	1	3.2%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	0	.0%
Bury	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%

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Q7a. Where do you go most often to buy books and stationery?

	Base: Those mentioning books & stationery		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Clitheroe	9	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	28.1%	0	.0%
Lytham St Annes	6	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	20.0%	0	.0%	0	.0%
Ormskirk	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	3	10.3%	0	.0%	0	.0%	0	.0%
Ashton	3	.6%	3	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Green, Preston	3	.6%	0	.0%	0	.0%	2	3.4%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	10.3%	0	.0%	0	.0%	0	.0%
Garstang	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	2	8.3%	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southport	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	12.0%
Varies	3	.6%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%
Bamber Bridge	2	.4%	0	.0%	0	.0%	1	1.7%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Penwortham	2	.4%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thornton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.9%	0	.0%	0	.0%	0	.0%
Betws-y-Coed	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Deepdale	1	.2%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%
Kendal	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New Longton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston	1	.2%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittle-Le-Woods	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Windermere	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%

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Q7a. Where do you go most often to buy books and stationery?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	4	14.8%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Ashton	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Green, Preston	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	3	11.1%	0	.0%	0	.0%	0	.0%
Southport	0	.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	0	.0%	1	3.7%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Other Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Thornton	0	.0%	0	.0%	0	.0%	0	.0%
Betws-y-Coed	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	0	.0%	1	3.2%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
New Longton	0	.0%	0	.0%	0	.0%	0	.0%
Preston	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	3.7%	0	.0%	0	.0%	0	.0%
Whittle-Le-Woods	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	1	3.7%	0	.0%	0	.0%	0	.0%
Windermere	0	.0%	0	.0%	0	.0%	0	.0%

Q7b. Where do you go most often to buy clothing? FIRST CHOICE

	Base: Those mentioning clothing		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning clothing	638	100.0%	68	100.0%	61	100.0%	81	100.0%	67	100.0%	35	100.0%	32	100.0%	36	100.0%	38	100.0%	38	100.0%	36	100.0%

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Q7b. Where do you go most often to buy clothing? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning clothing	37	100.0%	36	100.0%	40	100.0%	33	100.0%

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Q7b. Where do you go most often to buy clothing? FIRST CHOICE

	Base: Those mentioning clothing		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Preston	234	36.7%	46	67.6%	39	63.9%	58	71.6%	35	52.2%	3	8.6%	10	31.3%	2	5.6%	11	28.9%	11	28.9%	2	5.6%
Internet	52	8.2%	4	5.9%	3	4.9%	4	4.9%	6	9.0%	7	20.0%	2	6.3%	4	11.1%	7	18.4%	2	5.3%	2	5.6%
Blackpool	46	7.2%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.9%	9	28.1%	10	26.3%	0	.0%	0	.0%	0	.0%
Southport	41	6.4%	2	2.9%	0	.0%	1	1.2%	2	3.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	24	66.7%
Blackburn	40	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	21.1%	0	.0%
Manchester	32	5.0%	5	7.4%	2	3.3%	3	3.7%	5	7.5%	1	2.9%	0	.0%	1	2.8%	1	2.6%	1	2.6%	2	5.6%
Lancaster	19	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	45.7%	3	9.4%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	18	2.8%	2	2.9%	4	6.6%	2	2.5%	3	4.5%	1	2.9%	1	3.1%	0	.0%	1	2.6%	0	.0%	2	5.6%
Chorley	14	2.2%	1	1.5%	0	.0%	1	1.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	11	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Trafford Centre	11	1.7%	0	.0%	1	1.6%	1	1.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%
Deepdale Shopping Park	11	1.7%	3	4.4%	7	11.5%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	6	.9%	1	1.5%	0	.0%	0	.0%	5	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	5	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
Bury	4	.6%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	3	.5%	0	.0%	1	1.6%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Preston Markets	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7b. Where do you go most often to buy clothing? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Preston	3	8.1%	9	25.0%	4	10.0%	1	3.0%
Internet	1	2.7%	2	5.6%	2	5.0%	6	18.2%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	11	29.7%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	24	60.0%	8	24.2%
Manchester	1	2.7%	4	11.1%	4	10.0%	2	6.1%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	1	2.8%	0	.0%	1	3.0%
Chorley	0	.0%	11	30.6%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	0	.0%	10	30.3%
Trafford Centre	3	8.1%	2	5.6%	1	2.5%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	3	8.1%	2	5.6%	0	.0%	0	.0%
Bolton	0	.0%	3	8.3%	0	.0%	0	.0%
Bury	0	.0%	0	.0%	1	2.5%	2	6.1%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	3.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%

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Q7b. Where do you go most often to buy clothing? FIRST CHOICE

		Base: Those mentioning clothing		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Liverpool	12	1.9%	0	.0%	1	1.6%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	11.1%	
Clitheroe	11	1.7%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	23.7%	0	.0%	
Bamber Bridge	6	.9%	0	.0%	0	.0%	3	3.7%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Fleetwood	5	.8%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	2	5.6%	1	2.6%	0	.0%	0	.0%	
Lytham St Annes	5	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	1	2.8%	3	7.9%	0	.0%	0	.0%	
Cleveleys	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	2	6.3%	1	2.8%	0	.0%	0	.0%	0	.0%	
Skelmersdale	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Abroad	3	.5%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	
Ormskirk	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Varies	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	1	2.6%	0	.0%	
Aintree	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Clayton Brook	2	.3%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Colne	2	.3%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	
Nelson	2	.3%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Skipton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Carnforth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Carlisle	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cheshire	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Denton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Fulwood	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Garstang	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Harrogate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Horwich	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Kendal	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Morecambe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Newcastle	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Oswaldtwistle Mills Shopping Village, Accrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Peebles Scotland	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Penwortham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Poulton le Fylde	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	
St Helens	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Warrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q7b. Where do you go most often to buy clothing? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Liverpool	4	10.8%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	1	2.5%	0	.0%
Bamber Bridge	0	.0%	1	2.8%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	4	10.8%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	8.1%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	1	2.5%	0	.0%
Aintree	2	5.4%	0	.0%	0	.0%	0	.0%
Clayton Brook	0	.0%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	0	.0%	0	.0%	0	.0%
Nelson	0	.0%	0	.0%	1	2.5%	0	.0%
Skipton	0	.0%	0	.0%	1	2.5%	1	3.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	0	.0%	0	.0%	0	.0%	0	.0%
Cheshire	0	.0%	0	.0%	0	.0%	0	.0%
Denton	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Harrogate	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	2.8%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
London	1	2.7%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle Mills Shopping Village, Accrington	0	.0%	0	.0%	0	.0%	1	3.0%
Peebles Scotland	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Poulton le Fylde	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	2.7%	0	.0%	0	.0%	0	.0%
Warrington	0	.0%	0	.0%	0	.0%	0	.0%

Q7b. Where do you go most often to buy clothing? SECOND CHOICE

	Base: Those mentioning clothing																					
	Zone																					
	1		2		3		4		5		6		7		8		9		10			
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those mentioning clothing	638	100.0%	68	100.0%	61	100.0%	81	100.0%	67	100.0%	35	100.0%	32	100.0%	36	100.0%	38	100.0%	38	100.0%	36	100.0%

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Q7b. Where do you go most often to buy clothing? SECOND CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning clothing	37	100.0%	36	100.0%	40	100.0%	33	100.0%

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Q7b. Where do you go most often to buy clothing? SECOND CHOICE

	Base: Those mentioning clothing		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
No other location used	244	38.2%	31	45.6%	27	44.3%	27	33.3%	25	37.3%	12	34.3%	10	31.3%	17	47.2%	9	23.7%	17	44.7%	17	47.2%
Preston	86	13.5%	6	8.8%	7	11.5%	11	13.6%	10	14.9%	3	8.6%	6	18.8%	8	22.2%	12	31.6%	3	7.9%	2	5.6%
Manchester	61	9.6%	8	11.8%	5	8.2%	20	24.7%	6	9.0%	3	8.6%	1	3.1%	3	8.3%	2	5.3%	2	5.3%	2	5.6%
Southport	23	3.6%	2	2.9%	1	1.6%	2	2.5%	7	10.4%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	2	5.6%
Trafford Centre	22	3.4%	1	1.5%	7	11.5%	1	1.2%	4	6.0%	1	2.9%	1	3.1%	0	.0%	1	2.6%	1	2.6%	0	.0%
Internet	21	3.3%	5	7.4%	2	3.3%	3	3.7%	1	1.5%	0	.0%	3	9.4%	2	5.6%	1	2.6%	2	5.3%	0	.0%
Blackburn	17	2.7%	1	1.5%	2	3.3%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	13.2%	0	.0%
Deepdale Shopping Park	15	2.4%	3	4.4%	5	8.2%	2	2.5%	2	3.0%	0	.0%	0	.0%	0	.0%	1	2.6%	1	2.6%	0	.0%
Blackpool	11	1.7%	2	2.9%	0	.0%	0	.0%	0	.0%	1	2.9%	3	9.4%	1	2.8%	4	10.5%	0	.0%	0	.0%
Accrington	10	1.6%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Catalogue/ Mail order	8	1.3%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	1	2.8%	1	2.6%	1	2.6%	1	2.8%
Lancaster	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	4	11.4%	3	9.4%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	6	.9%	0	.0%	0	.0%	3	3.7%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	6	.9%	0	.0%	1	1.6%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	4	.6%	0	.0%	0	.0%	1	1.2%	3	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	4	.6%	0	.0%	0	.0%	3	3.7%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7b. Where do you go most often to buy clothing? SECOND CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
No other location used	10	27.0%	11	30.6%	14	35.0%	17	51.5%
Preston	1	2.7%	7	19.4%	8	20.0%	2	6.1%
Manchester	1	2.7%	2	5.6%	3	7.5%	3	9.1%
Southport	6	16.2%	2	5.6%	0	.0%	0	.0%
Trafford Centre	2	5.4%	1	2.8%	1	2.5%	1	3.0%
Internet	1	2.7%	0	.0%	1	2.5%	0	.0%
Blackburn	0	.0%	0	.0%	7	17.5%	1	3.0%
Deepdale Shopping Park	0	.0%	1	2.8%	0	.0%	0	.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	2	5.0%	6	18.2%
Catalogue/ Mail order	1	2.7%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	3	8.1%	4	11.1%	0	.0%	0	.0%
Bolton	0	.0%	1	2.8%	0	.0%	1	3.0%
Chorley	0	.0%	3	8.3%	1	2.5%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	3.0%
Bury	0	.0%	0	.0%	0	.0%	1	3.0%
Preston Markets	0	.0%	0	.0%	1	2.5%	0	.0%

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Q7b. Where do you go most often to buy clothing? SECOND CHOICE

		Base: Those mentioning clothing		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Liverpool	20	3.1%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%	0	.0%	0	.0%	0	.0%	11	30.6%	
Colne	5	.8%	0	.0%	1	1.6%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	
Kendal	5	.8%	0	.0%	0	.0%	0	.0%	1	1.5%	4	11.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Abroad	4	.6%	0	.0%	0	.0%	0	.0%	1	1.5%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	
Clitheroe	4	.6%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%	
Morecambe	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	11.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Fleetwood	3	.5%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%	
Skipton	3	.5%	1	1.5%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Clayton Brook	2	.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Longridge	2	.3%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Lytham St Annes	2	.3%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	
Ormskirk	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Warrington	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Whalley	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	1	2.6%	0	.0%	
Wigan	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
York	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	
Ahsford	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	Anywhere in the country	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bamber Bridge	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheadle	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chester	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cleveleys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%
	Fulwood	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Garstang	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Glasgow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
	Harrogate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
	Horwich	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
	Markham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Gemini Retail Park, Warrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reebok Centre, Bolton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%
	Shrewsbury	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Helens	1	.2%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Walton Le Dale	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7b. Where do you go most often to buy clothing? SECOND CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Liverpool	5	13.5%	0	.0%	0	.0%	0	.0%
Colne	1	2.7%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	0	.0%	1	2.5%	0	.0%
Clitheroe	0	.0%	0	.0%	1	2.5%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Skipton	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	0	.0%	1	2.8%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	2	5.4%	0	.0%	0	.0%	0	.0%
Warrington	2	5.4%	0	.0%	0	.0%	0	.0%
Whalley	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	2	5.4%	0	.0%	0	.0%	0	.0%
York	0	.0%	1	2.8%	0	.0%	0	.0%
Ahsford	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	1	2.8%	0	.0%	0	.0%
Anywhere in the country	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
Cheadle	0	.0%	0	.0%	0	.0%	0	.0%
Chester	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Glasgow	0	.0%	0	.0%	0	.0%	0	.0%
Harrogate	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	2.8%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%	0	.0%
Markham	0	.0%	0	.0%	0	.0%	0	.0%
Gemini Retail Park, Warrington	0	.0%	0	.0%	0	.0%	0	.0%
Reebok Centre, Bolton	0	.0%	0	.0%	0	.0%	0	.0%
Shrewsbury	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	0	.0%	0	.0%	0	.0%	0	.0%
Walton Le Dale	0	.0%	0	.0%	0	.0%	0	.0%

Q7c. Where do you go most often to buy footwear? FIRST CHOICE

	Base: Those mentioning footwear																					
	Zone																					
	1		2		3		4		5		6		7		8		9		10			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning footwear	515	100.0%	53	100.0%	49	100.0%	64	100.0%	49	100.0%	29	100.0%	26	100.0%	26	100.0%	32	100.0%	34	100.0%	27	100.0%

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Q7c. Where do you go most often to buy footwear? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning footwear	34	100.0%	33	100.0%	31	100.0%	28	100.0%

(c...

Q7c. Where do you go most often to buy footwear? FIRST CHOICE

	Base: Those mentioning footwear		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Preston	171	33.2%	30	56.6%	26	53.1%	49	76.6%	24	49.0%	2	6.9%	7	26.9%	1	3.8%	9	28.1%	7	20.6%	1	3.7%
Internet	38	7.4%	5	9.4%	2	4.1%	0	.0%	3	6.1%	4	13.8%	3	11.5%	2	7.7%	2	6.3%	2	5.9%	2	7.4%
Southport	36	7.0%	1	1.9%	0	.0%	4	6.3%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	66.7%
Blackburn	35	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	8	23.5%	0	.0%
Blackpool	34	6.6%	1	1.9%	2	4.1%	1	1.6%	0	.0%	1	3.4%	5	19.2%	16	61.5%	8	25.0%	0	.0%	0	.0%
Catalogue/ Mail order	17	3.3%	3	5.7%	4	8.2%	1	1.6%	2	4.1%	0	.0%	1	3.8%	0	.0%	0	.0%	2	5.9%	0	.0%
Manchester	14	2.7%	3	5.7%	2	4.1%	2	3.1%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
Lancaster	13	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	10	34.5%	3	11.5%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	12	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Trafford Centre	12	2.3%	0	.0%	2	4.1%	1	1.6%	1	2.0%	0	.0%	1	3.8%	0	.0%	0	.0%	1	2.9%	0	.0%
Deepdale Shopping Park	12	2.3%	5	9.4%	6	12.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Chorley	8	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	8	1.6%	0	.0%	0	.0%	0	.0%	8	16.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	8	1.6%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%
Burnley	3	.6%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	2	.4%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Capitol Centre	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7c. Where do you go most often to buy footwear? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Preston	4	11.8%	8	24.2%	2	6.5%	1	3.6%
Internet	4	11.8%	5	15.2%	2	6.5%	2	7.1%
Southport	9	26.5%	3	9.1%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	19	61.3%	7	25.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	2	5.9%	0	.0%	0	.0%	2	7.1%
Manchester	1	2.9%	0	.0%	3	9.7%	1	3.6%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	0	.0%	11	39.3%
Trafford Centre	2	5.9%	2	6.1%	2	6.5%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	7	21.2%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	4	11.8%	3	9.1%	0	.0%	0	.0%
Bolton	0	.0%	2	6.1%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	1	3.2%	1	3.6%
Bury	0	.0%	0	.0%	1	3.2%	1	3.6%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%

(c...

Q7c. Where do you go most often to buy footwear? FIRST CHOICE

		Base: Those mentioning footwear		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Fleetwood	9	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.5%	4	15.4%	2	6.3%	0	.0%	0	.0%	
Liverpool	8	1.6%	0	.0%	1	2.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.1%	
Lytham St Annes	8	1.6%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	6	18.8%	0	.0%	0	.0%	
Clitheroe	7	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	20.6%	0	.0%	
Cleveley	6	1.2%	0	.0%	1	2.0%	0	.0%	0	.0%	1	3.4%	1	3.8%	2	7.7%	0	.0%	1	2.9%	0	.0%	
Colne	5	1.0%	0	.0%	1	2.0%	1	1.6%	1	2.0%	0	.0%	0	.0%	0	.0%	2	6.3%	0	.0%	0	.0%	
Kendal	4	.8%	0	.0%	0	.0%	0	.0%	1	2.0%	3	10.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Morecambe	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	4	13.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ormskirk	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Varies	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	1	2.9%	1	3.7%	
Bamber Bridge	3	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Skelmersdale	2	.4%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Any pavers stockist	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Anywhere in the country	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ashford	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Birkdale	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	
Boundary Mill, Vivary Way, Colne	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Carnforth	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cheshire Oaks	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Church	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Clayton Brooke	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Cleveleys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	
Coventry	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	
Abroad	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Fulwood	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Harrogate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Llandudno	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Longridge	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Newcastle	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Oswaldtwistle Mills Shopping Village, Accrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Various retail parks throughout England	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Warrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Whalley, Clitheroe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Windermere	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q7c. Where do you go most often to buy footwear? FIRST CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	2.9%	1	3.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Cleveley	0	.0%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	4	11.8%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	1	3.2%	0	.0%
Bamber Bridge	1	2.9%	1	3.0%	0	.0%	0	.0%
Skelmersdale	1	2.9%	0	.0%	0	.0%	0	.0%
Any pavers stockist	0	.0%	0	.0%	0	.0%	0	.0%
Anywhere in the country	0	.0%	1	3.0%	0	.0%	0	.0%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Birkdale	0	.0%	0	.0%	0	.0%	0	.0%
Boundary Mill, Vivary Way, Colne	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Cheshire Oaks	0	.0%	0	.0%	0	.0%	0	.0%
Church	0	.0%	0	.0%	0	.0%	1	3.6%
Clayton Brooke	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Coventry	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Harrogate	0	.0%	0	.0%	0	.0%	0	.0%
Llandudno	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Newcastle	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle Mills Shopping Village, Accrington	0	.0%	0	.0%	0	.0%	1	3.6%
Various retail parks throughout England	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	1	2.9%	0	.0%	0	.0%	0	.0%
Whalley, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Windermere	0	.0%	0	.0%	0	.0%	0	.0%

Q7c. Where do you go most often to buy footwear? SECOND CHOICE

	Base: Those mentioning footwear																					
	Zone																					
	1		2		3		4		5		6		7		8		9		10			
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%			
Base: Those mentioning footwear	515	100.0%	53	100.0%	49	100.0%	64	100.0%	49	100.0%	29	100.0%	26	100.0%	26	100.0%	32	100.0%	34	100.0%	27	100.0%

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Q7c. Where do you go most often to buy footwear? SECOND CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning footwear	34	100.0%	33	100.0%	31	100.0%	28	100.0%

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Q7c. Where do you go most often to buy footwear? SECOND CHOICE

		Base: Those mentioning footwear		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
No other location used	255	49.5%	28	52.8%	28	57.1%	26	40.6%	23	46.9%	13	44.8%	11	42.3%	15	57.7%	15	46.9%	22	64.7%	18	66.7%	
Preston	60	11.7%	8	15.1%	7	14.3%	2	3.1%	9	18.4%	2	6.9%	4	15.4%	1	3.8%	8	25.0%	5	14.7%	1	3.7%	
Manchester	35	6.8%	5	9.4%	2	4.1%	12	18.8%	5	10.2%	1	3.4%	1	3.8%	0	.0%	2	6.3%	0	.0%	0	.0%	
Internet	25	4.9%	2	3.8%	4	8.2%	7	10.9%	1	2.0%	2	6.9%	1	3.8%	3	11.5%	2	6.3%	1	2.9%	0	.0%	
Trafford Centre	15	2.9%	2	3.8%	3	6.1%	0	.0%	1	2.0%	2	6.9%	1	3.8%	0	.0%	1	3.1%	1	2.9%	0	.0%	
Southport	14	2.7%	1	1.9%	0	.0%	1	1.6%	2	4.1%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	1	3.7%	
Blackburn	10	1.9%	0	.0%	1	2.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.8%	0	.0%	
Chorley	8	1.6%	0	.0%	1	2.0%	3	4.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wigan	8	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Deepdale Shopping Park	8	1.6%	3	5.7%	2	4.1%	1	1.6%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Blackpool	7	1.4%	1	1.9%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	2	7.7%	3	9.4%	0	.0%	0	.0%	
Lancaster	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	10.3%	2	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	
Accrington	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Bolton	4	.8%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Leyland	2	.4%	0	.0%	0	.0%	0	.0%	2	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Capitol Centre	2	.4%	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Catalogue/ Mail order	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	1	3.8%	0	.0%	0	.0%	0	.0%	
Preston Markets	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Liverpool	13	2.5%	1	1.9%	0	.0%	2	3.1%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	6	22.2%	
Colne	5	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Garstang	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	15.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Fleetwood	3	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	1	3.4%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	
Morecambe	3	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	2	6.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
St Helens	3	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	
Kendal	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Ormskirk	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Meadowhall, Sheffield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	
Birmingham	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Boundary Mill, Vivary Way, Colne	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Carlisle	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Chester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	
Cleveleys	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Haslington	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hotter	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Longridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Lytham St Annes	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Norwich	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Shrewsbury	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Various retail parks throughout England	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	
Warrington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Wrightington	1	.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q7c. Where do you go most often to buy footwear? SECOND CHOICE

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
No other location used	12	35.3%	14	42.4%	14	45.2%	16	57.1%
Preston	2	5.9%	4	12.1%	5	16.1%	2	7.1%
Manchester	0	.0%	3	9.1%	3	9.7%	1	3.6%
Internet	0	.0%	0	.0%	1	3.2%	1	3.6%
Trafford Centre	1	2.9%	2	6.1%	0	.0%	1	3.6%
Southport	7	20.6%	1	3.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	4	12.9%	1	3.6%
Chorley	0	.0%	3	9.1%	1	3.2%	0	.0%
Wigan	5	14.7%	3	9.1%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	1	3.0%	0	.0%	0	.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	1	3.2%	3	10.7%
Bolton	0	.0%	2	6.1%	0	.0%	1	3.6%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	0	.0%	0	.0%	1	3.2%	0	.0%
Liverpool	3	8.8%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	0	.0%	1	3.2%	2	7.1%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	2.9%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	2	5.9%	0	.0%	0	.0%	0	.0%
Meadowhall, Sheffield	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
Boundary Mill, Vivary Way, Colne	0	.0%	0	.0%	0	.0%	0	.0%
Other Carlisle	0	.0%	0	.0%	0	.0%	0	.0%
Chester	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Haslington	0	.0%	0	.0%	0	.0%	0	.0%
Hotter	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Norwich	0	.0%	0	.0%	0	.0%	0	.0%
Shrewsbury	0	.0%	0	.0%	0	.0%	0	.0%
Various retail parks throughout England	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	1	2.9%	0	.0%	0	.0%	0	.0%
Wrightington	0	.0%	0	.0%	0	.0%	0	.0%

Q7d. Where do you go most often to buy furniture, carpets and floor coverings?

	Base: Those mentioning furniture and floor coverings		Zone																			
			1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning furniture and floor coverings	308	100.0%	33	100.0%	20	100.0%	41	100.0%	39	100.0%	19	100.0%	17	100.0%	13	100.0%	20	100.0%	20	100.0%	15	100.0%
Preston	107	34.7%	24	72.7%	15	75.0%	28	68.3%	19	48.7%	2	10.5%	6	35.3%	0	.0%	4	20.0%	3	15.0%	1	6.7%
Blackburn	22	7.1%	0	.0%	1	5.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	25.0%	0	.0%
Blackpool	21	6.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	23.5%	9	69.2%	8	40.0%	0	.0%	0	.0%
Southport	15	4.9%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	66.7%
Lancaster	13	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	11	57.9%	2	11.8%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	12	3.9%	2	6.1%	1	5.0%	3	7.3%	2	5.1%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	2	13.3%
Chorley	11	3.6%	0	.0%	0	.0%	1	2.4%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	9	2.9%	0	.0%	0	.0%	1	2.4%	8	20.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	8	2.6%	0	.0%	0	.0%	0	.0%	2	5.1%	0	.0%	0	.0%	0	.0%	2	10.0%	0	.0%	0	.0%
Accrington	7	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	6	1.9%	0	.0%	1	5.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	5.0%	1	5.0%	0	.0%
Wigan	5	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	5	1.6%	1	3.0%	1	5.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Trafford Centre	2	.6%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	1	.3%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	9	2.9%	1	3.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	35.0%	0	.0%
Warrington	7	2.3%	1	3.0%	1	5.0%	0	.0%	1	2.6%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	5	1.6%	0	.0%	0	.0%	3	7.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	5	1.6%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	1	7.7%	0	.0%	1	5.0%	0	.0%
Liverpool	4	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	13.3%
Can't remember/ don't know	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%
Lytham St Annes	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	15.0%	0	.0%	0	.0%
Morecambe	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	15.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Padiham	3	1.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Boundary Mill, Colne	2	.6%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	1	7.7%	0	.0%	0	.0%	0	.0%
Lostock Hall	2	.6%	0	.0%	0	.0%	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	1	.3%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bath	1	.3%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Docklands Retail Park, Preston	1	.3%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
In the trade	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%
Garstang	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Hambleton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Isle of Man	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster City Retail Park, Morecambe	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	1	.3%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Longton	1	.3%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rishton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skipton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Thornton-Cleveleys	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%

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Q7d. Where do you go most often to buy furniture, carpets and floor coverings?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning furniture and floor coverings	20	100.0%	18	100.0%	19	100.0%	14	100.0%
Preston	2	10.0%	2	11.1%	1	5.3%	0	.0%
Blackburn	0	.0%	0	.0%	13	68.4%	2	14.3%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	4	20.0%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Internet	1	5.0%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	9	50.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	5.0%	0	.0%	2	10.5%	1	7.1%
Accrington	0	.0%	0	.0%	0	.0%	7	50.0%
Bolton	0	.0%	2	11.1%	0	.0%	0	.0%
Wigan	4	20.0%	1	5.6%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	1	7.1%
Trafford Centre	0	.0%	1	5.6%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	1	5.0%	1	5.6%	1	5.3%	0	.0%
Bamber Bridge	1	5.0%	1	5.6%	0	.0%	0	.0%
Varies	1	5.0%	1	5.6%	0	.0%	0	.0%
Liverpool	2	10.0%	0	.0%	0	.0%	0	.0%
Can't remember/ don't know	0	.0%	0	.0%	1	5.3%	1	7.1%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	15.0%	0	.0%	0	.0%	0	.0%
Padiham	0	.0%	0	.0%	0	.0%	1	7.1%
Boundary Mill, Colne	0	.0%	0	.0%	1	5.3%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Other Bath	0	.0%	0	.0%	0	.0%	0	.0%
Docklands Retail Park, Preston	0	.0%	0	.0%	0	.0%	0	.0%
In the trade	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Hambleton	0	.0%	0	.0%	0	.0%	0	.0%
Isle of Man	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster City Retail Park, Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Longton	0	.0%	0	.0%	0	.0%	0	.0%
Rishton	0	.0%	0	.0%	0	.0%	1	7.1%
Skipton	0	.0%	0	.0%	0	.0%	0	.0%
Thornton-Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%

Q7e. Where do you go most often to buy household textiles, such as bedding and curtains?

	Base: Those mentioning household textiles		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning household textiles	424	100.0%	47	100.0%	45	100.0%	49	100.0%	49	100.0%	31	100.0%	18	100.0%	18	100.0%	20	100.0%	30	100.0%	18	100.0%
Preston	162	38.2%	36	76.6%	32	71.1%	34	69.4%	28	57.1%	1	3.2%	3	16.7%	1	5.6%	5	25.0%	6	20.0%	0	.0%
Blackburn	28	6.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	8	26.7%	0	.0%
Blackpool	26	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	16.7%	13	72.2%	9	45.0%	1	3.3%	0	.0%
Southport	26	6.1%	1	2.1%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	15	83.3%
Lancaster	24	5.7%	0	.0%	0	.0%	0	.0%	1	2.0%	19	61.3%	4	22.2%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	23	5.4%	2	4.3%	1	2.2%	3	6.1%	0	.0%	4	12.9%	2	11.1%	3	16.7%	1	5.0%	1	3.3%	0	.0%
Capitol Centre	14	3.3%	0	.0%	3	6.7%	5	10.2%	5	10.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Accrington	10	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Chorley	9	2.1%	0	.0%	0	.0%	0	.0%	2	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	8	1.9%	1	2.1%	3	6.7%	1	2.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	1	3.3%	1	5.6%
Manchester	7	1.7%	2	4.3%	0	.0%	0	.0%	2	4.1%	0	.0%	1	5.6%	0	.0%	0	.0%	1	3.3%	0	.0%
Bolton	5	1.2%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	5	1.2%	1	2.1%	1	2.2%	0	.0%	3	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	3	.7%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	2	.5%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	1	.2%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walton le Dale	20	4.7%	3	6.4%	3	6.7%	5	10.2%	2	4.1%	1	3.2%	0	.0%	0	.0%	2	10.0%	0	.0%	1	5.6%
Clitheroe	8	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	26.7%	0	.0%
Varies	6	1.4%	0	.0%	0	.0%	0	.0%	2	4.1%	0	.0%	1	5.6%	0	.0%	0	.0%	1	3.3%	0	.0%
Colne	4	.9%	0	.0%	1	2.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Cleveleys	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	1	5.6%	0	.0%	0	.0%	0	.0%
Dont know	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%
Morecambe	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	9.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%
Chorley	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Kendal	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	1	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boundary Mill, Colne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%
Middlebrook Retail Park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Orton, Cumbria	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7e. Where do you go most often to buy household textiles, such as bedding and curtains?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning household textiles	26	100.0%	26	100.0%	21	100.0%	26	100.0%
Preston	1	3.8%	10	38.5%	1	4.8%	4	15.4%
Blackburn	0	.0%	0	.0%	14	66.7%	5	19.2%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	9	34.6%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Internet	3	11.5%	0	.0%	0	.0%	3	11.5%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	0	.0%	9	34.6%
Chorley	0	.0%	7	26.9%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	0	.0%	0	.0%	1	4.8%	0	.0%
Bolton	1	3.8%	2	7.7%	1	4.8%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	1	3.8%	0	.0%	1	3.8%
Trafford Centre	0	.0%	0	.0%	1	4.8%	0	.0%
Wigan	2	7.7%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Walton le Dale	0	.0%	1	3.8%	2	9.5%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Varies	1	3.8%	0	.0%	0	.0%	1	3.8%
Colne	0	.0%	0	.0%	1	4.8%	0	.0%
Cleveleys	0	.0%	1	3.8%	0	.0%	0	.0%
Dont know	0	.0%	0	.0%	0	.0%	1	3.8%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	11.5%	0	.0%	0	.0%	0	.0%
Warrington	2	7.7%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	2	7.7%	0	.0%	0	.0%
Other Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle	0	.0%	0	.0%	0	.0%	2	7.7%
Skelmersdale	2	7.7%	0	.0%	0	.0%	0	.0%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Boundary Mill, Colne	0	.0%	1	3.8%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	3.8%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park	0	.0%	1	3.8%	0	.0%	0	.0%
Orton, Cumbria	1	3.8%	0	.0%	0	.0%	0	.0%

Q7f. Where do you go most often to buy household appliances, such as fridges, washing machines and kettles?

	Base: Those mentioning household appliances		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning household appliances	396	100.0%	48	100.0%	32	100.0%	48	100.0%	37	100.0%	26	100.0%	22	100.0%	22	100.0%	19	100.0%	27	100.0%	19	100.0%
Preston	124	31.3%	35	72.9%	22	68.8%	21	43.8%	23	62.2%	0	.0%	8	36.4%	0	.0%	4	21.1%	4	14.8%	0	.0%
Internet	51	12.9%	8	16.7%	1	3.1%	5	10.4%	5	13.5%	2	7.7%	4	18.2%	5	22.7%	1	5.3%	2	7.4%	2	10.5%
Blackburn	36	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	25.9%	0	.0%
Blackpool	31	7.8%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	4	18.2%	16	72.7%	10	52.6%	0	.0%	0	.0%
Southport	20	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	84.2%
Lancaster	19	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	16	61.5%	3	13.6%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	15	3.8%	0	.0%	2	6.3%	9	18.8%	3	8.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	13	3.3%	0	.0%	1	3.1%	2	4.2%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	9	2.3%	1	2.1%	1	3.1%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%
Chorley	8	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	8	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	5	1.3%	0	.0%	0	.0%	2	4.2%	2	5.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	5	1.3%	0	.0%	3	9.4%	1	2.1%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Burnley	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Bolton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	.3%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	13	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	40.7%	0	.0%
Morecambe	5	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	19.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	5	1.3%	0	.0%	0	.0%	4	8.3%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	3	.8%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	10.5%	0	.0%	0	.0%
Longridge	3	.8%	0	.0%	2	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Don't know	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%
Aintree	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber bridge	1	.3%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cheadle	1	.3%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dunelm	1	.3%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Fleetwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Garstang	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Great Eccleston	1	.3%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ingleton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	1	.3%	0	.0%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%
Lostock Hall	1	.3%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	1	.3%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pilling	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7f. Where do you go most often to buy household appliances, such as fridges, washing machines and kettles?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning household appliances	22	100.0%	21	100.0%	25	100.0%	28	100.0%
Preston	0	.0%	5	23.8%	2	8.0%	0	.0%
Internet	5	22.7%	4	19.0%	2	8.0%	5	17.9%
Blackburn	0	.0%	0	.0%	19	76.0%	10	35.7%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	4	18.2%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	1	4.8%	0	.0%	0	.0%
Accrington	1	4.5%	0	.0%	0	.0%	8	28.6%
Catalogue/ Mail order	2	9.1%	0	.0%	1	4.0%	2	7.1%
Chorley	0	.0%	8	38.1%	0	.0%	0	.0%
Wigan	8	36.4%	0	.0%	0	.0%	0	.0%
Leyland	1	4.5%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	0	.0%	2	9.5%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	3.6%
Bolton	0	.0%	1	4.8%	0	.0%	0	.0%
Manchester	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	1	4.0%	1	3.6%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	0	.0%	0	.0%	0	.0%	1	3.6%
Aintree	1	4.5%	0	.0%	0	.0%	0	.0%
Bamber bridge	0	.0%	0	.0%	0	.0%	0	.0%
Cheadle	0	.0%	0	.0%	0	.0%	0	.0%
Dunelm	0	.0%	0	.0%	0	.0%	0	.0%
Other Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Great Eccelston	0	.0%	0	.0%	0	.0%	0	.0%
Ingleton	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Leicester	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	0	.0%	0	.0%	0	.0%	0	.0%
Pilling	0	.0%	0	.0%	0	.0%	0	.0%

Q7g. Where do you go most often to buy goods such as TVs, Hi-Fi and home computing equipment?

	Base: Those mentioning TVs and computers		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning TVs and computers	337	100.0%	38	100.0%	32	100.0%	34	100.0%	41	100.0%	21	100.0%	18	100.0%	15	100.0%	15	100.0%	26	100.0%	16	100.0%
Preston	108	32.0%	29	76.3%	21	65.6%	13	38.2%	22	53.7%	0	.0%	2	11.1%	2	13.3%	5	33.3%	7	26.9%	0	.0%
Internet	60	17.8%	3	7.9%	6	18.8%	6	17.6%	8	19.5%	3	14.3%	6	33.3%	2	13.3%	0	.0%	5	19.2%	4	25.0%
Blackburn	25	7.4%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	19.2%	0	.0%
Blackpool	24	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	33.3%	10	66.7%	7	46.7%	0	.0%	0	.0%
Lancaster	20	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	18	85.7%	2	11.1%	0	.0%	0	.0%	0	.0%	0	.0%
Southport	13	3.9%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	56.3%
Accrington	7	2.1%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	1	6.3%
Chorley	7	2.1%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	7	2.1%	0	.0%	0	.0%	2	5.9%	5	12.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	6	1.8%	0	.0%	1	3.1%	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
Capitol Centre	6	1.8%	0	.0%	1	3.1%	2	5.9%	2	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	6	1.8%	1	2.6%	1	3.1%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	5	1.5%	2	5.3%	1	3.1%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	2	.6%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	6	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	23.1%	0	.0%
Clitheroe	6	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	23.1%	0	.0%
Liverpool	5	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	1	6.3%
Varies	4	1.2%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%
Bamber Bridge	2	.6%	1	2.6%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dont know	2	.6%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	13.3%	0	.0%	0	.0%
Walton-le-Dale	2	.6%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Farnworth	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%
Garstang	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	1	.3%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knott End	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
Lostock Hall	1	.3%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	1	.3%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rishton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tarleton	1	.3%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7g. Where do you go most often to buy goods such as TVs, Hi-Fi and home computing equipment?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning TVs and computers	23	100.0%	19	100.0%	21	100.0%	18	100.0%
Preston	0	.0%	2	10.5%	3	14.3%	2	11.1%
Internet	7	30.4%	5	26.3%	3	14.3%	2	11.1%
Blackburn	0	.0%	0	.0%	13	61.9%	6	33.3%
Blackpool	1	4.3%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Southport	3	13.0%	0	.0%	0	.0%	0	.0%
Accrington	1	4.3%	0	.0%	0	.0%	3	16.7%
Chorley	0	.0%	6	31.6%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	0	.0%	0	.0%	2	9.5%	0	.0%
Capitol Centre	1	4.3%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	1	4.3%	0	.0%	0	.0%	2	11.1%
Deepdale Shopping Park	0	.0%	1	5.3%	0	.0%	0	.0%
Wigan	4	17.4%	0	.0%	0	.0%	0	.0%
Trafford Centre	0	.0%	1	5.3%	0	.0%	0	.0%
Bolton	0	.0%	1	5.3%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	5.6%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	3	13.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	1	5.3%	0	.0%	1	5.6%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Dont know	0	.0%	1	5.3%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Farnworth	0	.0%	1	5.3%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Knott End	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	1	4.3%	0	.0%	0	.0%	0	.0%
Rishton	0	.0%	0	.0%	0	.0%	1	5.6%
St Helens	1	4.3%	0	.0%	0	.0%	0	.0%
Tarleton	0	.0%	0	.0%	0	.0%	0	.0%

Other

Q7h. Where do you go most often to buy cooking pots and pans, cutlery plates and other utensils?

	Base: Those mentioning pans, cutlery, plates etc		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning pans, cutlery, plates etc	326	100.0%	35	100.0%	35	100.0%	35	100.0%	35	100.0%	23	100.0%	16	100.0%	19	100.0%	13	100.0%	20	100.0%	16	100.0%

(c...

Q7h. Where do you go most often to buy cooking pots and pans, cutlery plates and other utensils?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning pans, cutlery, plates etc	16	100.0%	22	100.0%	24	100.0%	17	100.0%

(c...

Q7h. Where do you go most often to buy cooking pots and pans, cutlery plates and other utensils?

	Base: Those mentioning pans, cutlery, plates etc		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Preston	115	35.3%	30	85.7%	24	68.6%	20	57.1%	19	54.3%	1	4.3%	5	31.3%	2	10.5%	4	30.8%	2	10.0%	0	.0%
Blackburn	22	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Blackpool	19	5.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	12.5%	13	68.4%	4	30.8%	0	.0%	0	.0%
Southport	18	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	87.5%
Lancaster	13	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	47.8%	2	12.5%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	12	3.7%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Internet	12	3.7%	0	.0%	2	5.7%	0	.0%	2	5.7%	0	.0%	0	.0%	1	5.3%	1	7.7%	2	10.0%	0	.0%
Leyland	10	3.1%	0	.0%	0	.0%	2	5.7%	8	22.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	8	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	6	1.8%	0	.0%	2	5.7%	2	5.7%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Catalogue/ Mail order	5	1.5%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	1	5.3%	0	.0%	0	.0%	0	.0%
Bolton	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%
Manchester	3	.9%	1	2.9%	1	2.9%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	3	.9%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	3	.9%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%	1	7.7%	0	.0%	0	.0%
Burnley	2	.6%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	1	.3%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	8	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	40.0%	0	.0%
Colne	8	2.5%	0	.0%	1	2.9%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	1	7.7%	2	10.0%	0	.0%
Walton-le-Dale	6	1.8%	1	2.9%	0	.0%	4	11.4%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	5	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	4	25.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	5	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	5	21.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	4	1.2%	0	.0%	0	.0%	1	2.9%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	4	1.2%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Lancashire	3	.9%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	1	6.3%	0	.0%	1	7.7%	0	.0%	0	.0%
Longridge	3	.9%	0	.0%	2	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Varies	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton-le-Woods	2	.6%	0	.0%	0	.0%	2	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	12.5%
Ormskirk	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Skelmersdale	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	1	.3%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haydock Park	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%
Don't know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetport	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%
Fleetwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%
Horwich	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Grange-over-Sands	1	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
None	1	.3%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TV Shopping Channel QVC	1	.3%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7h. Where do you go most often to buy cooking pots and pans, cutlery plates and other utensils?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Preston	0	.0%	6	27.3%	2	8.3%	0	.0%
Blackburn	0	.0%	0	.0%	16	66.7%	5	29.4%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	4	25.0%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	0	.0%	0	.0%	0	.0%	10	58.8%
Internet	1	6.3%	1	4.5%	1	4.2%	1	5.9%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	8	36.4%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	1	6.3%	0	.0%	1	4.2%	0	.0%
Bolton	0	.0%	1	4.5%	1	4.2%	0	.0%
Manchester	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	0	.0%	2	9.1%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	1	4.5%	0	.0%	0	.0%
Wigan	1	6.3%	0	.0%	0	.0%	0	.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	1	4.5%	2	8.3%	0	.0%
Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	2	12.5%	0	.0%	0	.0%	0	.0%
Warrington	1	6.3%	1	4.5%	0	.0%	0	.0%
Lancashire	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Varies	1	6.3%	0	.0%	0	.0%	0	.0%
Clayton-le-Woods	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	2	12.5%	0	.0%	0	.0%	0	.0%
Other Skelmersdale	2	12.5%	0	.0%	0	.0%	0	.0%
Burscough	1	6.3%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	0	.0%	0	.0%	0	.0%	0	.0%
Haydock Park	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	0	.0%	0	.0%	0	.0%	1	5.9%
Fleetport	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	4.5%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Grange-over-Sands	0	.0%	0	.0%	0	.0%	0	.0%
None	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	0	.0%	1	4.2%	0	.0%
TV Shopping Channel QVC	0	.0%	0	.0%	0	.0%	0	.0%

Q7i. Where do you go most often to buy repair and home maintenance goods, such as paints and wallpaper?

	Base: Those mentioning repair/maintenance goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning repair/maintenance goods	398	100.0%	43	100.0%	33	100.0%	45	100.0%	48	100.0%	23	100.0%	21	100.0%	22	100.0%	25	100.0%	30	100.0%	11	100.0%
Preston	134	33.7%	42	97.7%	28	84.8%	23	51.1%	22	45.8%	1	4.3%	3	14.3%	0	.0%	2	8.0%	6	20.0%	0	.0%
Blackpool	48	12.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	38.1%	20	90.9%	20	80.0%	0	.0%	0	.0%
Blackburn	35	8.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	3	10.0%	0	.0%
Chorley	19	4.8%	0	.0%	0	.0%	0	.0%	2	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	17	4.3%	0	.0%	0	.0%	1	2.2%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Lancaster	16	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	52.2%	4	19.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	13	3.3%	0	.0%	1	3.0%	2	4.4%	10	20.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southport	13	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	81.8%
Wigan	6	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	4	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%	1	9.1%
Bolton	2	.5%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%
Burnley	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	1	.3%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	1	.3%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	1	.3%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	1	.3%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	30	7.5%	0	.0%	1	3.0%	15	33.3%	10	20.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clitheroe	17	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	56.7%	0	.0%
Garstang	5	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	4	19.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	5	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	5	21.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%
Liverpool	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	3	.8%	0	.0%	2	6.1%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	3	.8%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy	2	.5%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Ormskirk	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Walton-le-Dale	2	.5%	0	.0%	0	.0%	1	2.2%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aintree	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierfield	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Carnforth	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Decorator would buy	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Parbold Village	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
St Helens	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Warrington	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%

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Q7i. Where do you go most often to buy repair and home maintenance goods, such as paints and wallpaper?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning repair/maintenance goods	23	100.0%	26	100.0%	24	100.0%	24	100.0%
Preston	2	8.7%	4	15.4%	0	.0%	1	4.2%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	24	100.0%	7	29.2%
Chorley	0	.0%	17	65.4%	0	.0%	0	.0%
Accrington	1	4.3%	0	.0%	0	.0%	13	54.2%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Southport	4	17.4%	0	.0%	0	.0%	0	.0%
Wigan	5	21.7%	1	3.8%	0	.0%	0	.0%
Internet	0	.0%	1	3.8%	0	.0%	1	4.2%
Bolton	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	4.2%
Bury	0	.0%	0	.0%	0	.0%	1	4.2%
Manchester	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	1	4.3%	3	11.5%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	3	13.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Varies	1	4.3%	0	.0%	0	.0%	0	.0%
Don't buy	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	2	8.7%	0	.0%	0	.0%	0	.0%
Other Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Aintree	1	4.3%	0	.0%	0	.0%	0	.0%
Brierfield	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Decorator would buy	0	.0%	0	.0%	0	.0%	0	.0%
Parbold Village	1	4.3%	0	.0%	0	.0%	0	.0%
Skelmersdale	1	4.3%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	4.3%	0	.0%	0	.0%	0	.0%
Warrington	0	.0%	0	.0%	0	.0%	0	.0%

Q7j. Where do you go most often to buy tools and equipment, such as electric drills, ladders and garden tools?

	Base: Those mentioning tools, ladders and garden equipment		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning tools, ladders and garden equipment	241	100.0%	31	100.0%	15	100.0%	32	100.0%	29	100.0%	12	100.0%	15	100.0%	10	100.0%	12	100.0%	16	100.0%	15	100.0%
Preston	80	33.2%	27	87.1%	14	93.3%	16	50.0%	15	51.7%	0	.0%	3	20.0%	0	.0%	2	16.7%	1	6.3%	0	.0%
Blackpool	24	10.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	6	40.0%	9	90.0%	8	66.7%	0	.0%	0	.0%
Southport	19	7.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	86.7%
Blackburn	18	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	18.8%	0	.0%
Lancaster	13	5.4%	1	3.2%	0	.0%	0	.0%	0	.0%	9	75.0%	3	20.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	13	5.4%	1	3.2%	0	.0%	2	6.3%	2	6.9%	1	8.3%	1	6.7%	1	10.0%	1	8.3%	0	.0%	2	13.3%
Chorley	10	4.1%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	9	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Leyland	8	3.3%	1	3.2%	0	.0%	1	3.1%	6	20.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	17	7.1%	0	.0%	0	.0%	12	37.5%	3	10.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Clitheroe	8	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	50.0%	0	.0%
Garstang	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	1	6.3%	0	.0%
Ormskirk	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trade	2	.8%	1	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Appley Bridge	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Ashton-on-Ribble	1	.4%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brierfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.3%	0	.0%
Carlisle	1	.4%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hire	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%
Lostock Hall	1	.4%	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7j. Where do you go most often to buy tools and equipment, such as electric drills, ladders and garden tools?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning tools, ladders and garden equipment	19	100.0%	13	100.0%	10	100.0%	12	100.0%
Preston	0	.0%	2	15.4%	0	.0%	0	.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Southport	6	31.6%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	9	90.0%	6	50.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Internet	2	10.5%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	9	69.2%	0	.0%	0	.0%
Accrington	1	5.3%	0	.0%	0	.0%	6	50.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	3	15.8%	0	.0%	0	.0%	0	.0%
Manchester	0	.0%	0	.0%	1	10.0%	0	.0%
Catalogue/ Mail order	1	5.3%	0	.0%	0	.0%	0	.0%
Bamber Bridge	1	5.3%	0	.0%	0	.0%	0	.0%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	2	10.5%	0	.0%	0	.0%	0	.0%
Trade	0	.0%	1	7.7%	0	.0%	0	.0%
Liverpool	1	5.3%	0	.0%	0	.0%	0	.0%
Appley Bridge	1	5.3%	0	.0%	0	.0%	0	.0%
Other Ashton-on-Ribble	0	.0%	0	.0%	0	.0%	0	.0%
Brierfield	0	.0%	0	.0%	0	.0%	0	.0%
Carlisle	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	1	7.7%	0	.0%	0	.0%
Hire	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	1	5.3%	0	.0%	0	.0%	0	.0%

Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Base: Those mentioning personal care products		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning personal care products	788	100.0%	92	100.0%	78	100.0%	89	100.0%	87	100.0%	45	100.0%	41	100.0%	48	100.0%	42	100.0%	41	100.0%	43	100.0%

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Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning personal care products	46	100.0%	44	100.0%	46	100.0%	46	100.0%

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Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Base: Those mentioning personal care products		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Preston	265	33.6%	81	88.0%	67	85.9%	53	59.6%	31	35.6%	1	2.2%	6	14.6%	1	2.1%	8	19.0%	8	19.5%	0	.0%
Leyland	51	6.5%	1	1.1%	1	1.3%	8	9.0%	35	40.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blackpool	47	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%	31	64.6%	12	28.6%	0	.0%	0	.0%
Blackburn	45	5.7%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	17.1%	0	.0%
Southport	45	5.7%	1	1.1%	0	.0%	0	.0%	1	1.1%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	38	88.4%
Accrington	38	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.4%	0	.0%	0	.0%	0	.0%	2	4.9%	0	.0%
Chorley	37	4.7%	1	1.1%	0	.0%	1	1.1%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	29	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	25	55.6%	4	9.8%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	18	2.3%	2	2.2%	1	1.3%	3	3.4%	1	1.1%	2	4.4%	1	2.4%	1	2.1%	4	9.5%	0	.0%	2	4.7%
Wigan	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	6	.8%	2	2.2%	3	3.8%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	1	2.3%
Bolton	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Preston	1	2.2%	5	11.4%	2	4.3%	1	2.2%
Leyland	4	8.7%	1	2.3%	0	.0%	1	2.2%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	29	63.0%	8	17.4%
Southport	4	8.7%	0	.0%	0	.0%	0	.0%
Accrington	2	4.3%	0	.0%	2	4.3%	30	65.2%
Chorley	0	.0%	32	72.7%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	0	.0%	1	2.2%	0	.0%
Wigan	6	13.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	3	6.5%
Bolton	1	2.2%	2	4.5%	1	2.2%	0	.0%
Manchester	0	.0%	1	2.3%	1	2.2%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	1	2.2%
Bury	0	.0%	0	.0%	1	2.2%	0	.0%

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Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Base: Those mentioning personal care products		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Clitheroe	26	3.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	21	51.2%	0	.0%
Bamber Bridge	22	2.8%	0	.0%	0	.0%	15	16.9%	5	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	16	2.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	14	33.3%	0	.0%	0	.0%
Cleveleys	14	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	12.2%	9	18.8%	0	.0%	0	.0%	0	.0%
Ormskirk	13	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%
Garstang	11	1.4%	0	.0%	1	1.3%	0	.0%	0	.0%	1	2.2%	9	22.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	8	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	17.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	6	.8%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	3	7.3%	2	4.2%	0	.0%	0	.0%	0	.0%
Fulwood	5	.6%	3	3.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Penwortham	5	.6%	0	.0%	0	.0%	2	2.2%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.9%	3	6.3%	0	.0%	0	.0%	0	.0%
Clayton-le-Woods	4	.5%	0	.0%	0	.0%	0	.0%	4	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.1%	0	.0%	0	.0%
Longridge	3	.4%	0	.0%	2	2.6%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Other																						
Great Harwood	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Longton	2	.3%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thornton - Cleveleys	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	1	2.1%	0	.0%	0	.0%	0	.0%
Varies	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
Liverpool	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bisburn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Carnfoth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ewood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Formby	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%
Horwich	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hutton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shopping channel	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whittle-le-Woods	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7k. Where do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Clitheroe	0	.0%	0	.0%	4	8.7%	0	.0%
Bamber Bridge	1	2.2%	1	2.3%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	12	26.1%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	9	19.6%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Fulwood	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Clayton-le-Woods	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	0	.0%	0	.0%	3	6.5%	0	.0%
Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	2	4.3%	0	.0%	0	.0%	0	.0%
Don't know	0	.0%	0	.0%	0	.0%	1	2.2%
Other	0	.0%	0	.0%	0	.0%	1	2.2%
Great Harwood	0	.0%	0	.0%	0	.0%	1	2.2%
Longton	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
St Helens	2	4.3%	0	.0%	0	.0%	0	.0%
Thorton - Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	1	2.2%	0	.0%
Liverpool	1	2.2%	0	.0%	0	.0%	0	.0%
Bisburn	0	.0%	0	.0%	0	.0%	0	.0%
Carnfoth	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Green	0	.0%	1	2.3%	0	.0%	0	.0%
Ewood	0	.0%	0	.0%	1	2.2%	0	.0%
Formby	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	2.3%	0	.0%	0	.0%
Hutton	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
London	1	2.2%	0	.0%	0	.0%	0	.0%
Shopping channel	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Whittle-le-Woods	0	.0%	0	.0%	0	.0%	0	.0%

Q7I. Where do you go most often to buy items such as jewellery, watches, handbags, luggage and clocks?

	Base: Those mentioning jewellery, watches, handbags		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning jewellery, watches, handbags	331	100.0%	39	100.0%	31	100.0%	39	100.0%	30	100.0%	20	100.0%	17	100.0%	18	100.0%	22	100.0%	20	100.0%	15	100.0%
Preston	110	33.2%	22	56.4%	24	77.4%	22	56.4%	13	43.3%	1	5.0%	4	23.5%	1	5.6%	5	22.7%	6	30.0%	0	.0%
Internet	32	9.7%	7	17.9%	1	3.2%	4	10.3%	3	10.0%	1	5.0%	3	17.6%	2	11.1%	3	13.6%	1	5.0%	0	.0%
Manchester	18	5.4%	2	5.1%	1	3.2%	2	5.1%	4	13.3%	0	.0%	1	5.9%	0	.0%	1	4.5%	0	.0%	1	6.7%
Southport	17	5.1%	1	2.6%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	80.0%
Blackpool	16	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	10	55.6%	5	22.7%	0	.0%	0	.0%
Blackburn	15	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	20.0%	0	.0%
Lancaster	13	3.9%	1	2.6%	0	.0%	0	.0%	0	.0%	11	55.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	8	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	7	2.1%	1	2.6%	1	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	1	6.7%
Chorley	5	1.5%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	5	1.5%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	3	.9%	0	.0%	0	.0%	0	.0%	3	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	3	.9%	1	2.6%	0	.0%	1	2.6%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	1	.3%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	9	2.7%	0	.0%	1	3.2%	1	2.6%	2	6.7%	1	5.0%	1	5.9%	0	.0%	1	4.5%	0	.0%	0	.0%
Clitheroe	9	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	35.0%	0	.0%
Lytham St Annes	7	2.1%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	5	22.7%	0	.0%	0	.0%
Kendal	5	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	5	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	5	1.5%	0	.0%	0	.0%	2	5.1%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	3	17.6%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	11.1%	1	4.5%	0	.0%	0	.0%
Liverpool	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%
Longridge	3	.9%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	10.0%	0	.0%
Ormskirk	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TV shopping channel	3	.9%	1	2.6%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	2	.6%	0	.0%	0	.0%	2	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	2	.6%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Clevey	2	.6%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
Colne	2	.6%	0	.0%	0	.0%	1	2.6%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	2	.6%	0	.0%	0	.0%	1	2.6%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cheshire Oaks, Ellesmere Port	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Darwen	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't purchase	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Get them bought as presents	1	.3%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leeds	1	.3%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Penworthem	1	.3%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	0	.0%
Skelmersdale	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q71. Where do you go most often to buy items such as jewellery, watches, handbags, luggage and clocks?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning jewellery, watches, handbags	18	100.0%	25	100.0%	19	100.0%	18	100.0%
Preston	2	11.1%	6	24.0%	3	15.8%	1	5.6%
Internet	2	11.1%	2	8.0%	0	.0%	3	16.7%
Manchester	1	5.6%	3	12.0%	2	10.5%	0	.0%
Southport	3	16.7%	0	.0%	0	.0%	0	.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	9	47.4%	2	11.1%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	2	11.1%	0	.0%	0	.0%	6	33.3%
Catalogue/ Mail order	0	.0%	1	4.0%	1	5.3%	1	5.6%
Chorley	0	.0%	4	16.0%	0	.0%	0	.0%
Trafford Centre	0	.0%	2	8.0%	2	10.5%	0	.0%
Wigan	2	11.1%	2	8.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%
Burnley	0	.0%	0	.0%	0	.0%	2	11.1%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	1	4.0%	0	.0%	1	5.6%
Clitheroe	0	.0%	1	4.0%	1	5.3%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	1	4.0%	0	.0%	1	5.6%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	2	11.1%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	3	16.7%	0	.0%	0	.0%	0	.0%
TV shopping channel	0	.0%	1	4.0%	0	.0%	0	.0%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Other Cleveley	0	.0%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Cheshire Oaks, Ellesmere Port	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	0	.0%	0	.0%	1	5.3%	0	.0%
Don't know	0	.0%	0	.0%	0	.0%	1	5.6%
Don't purchase	0	.0%	0	.0%	0	.0%	0	.0%
Get them bought as presents	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	4.0%	0	.0%	0	.0%
Leeds	0	.0%	0	.0%	0	.0%	0	.0%
Penworthem	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	1	5.6%	0	.0%	0	.0%	0	.0%

Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Base: Those mentioning medical goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning medical goods	580	100.0%	62	100.0%	53	100.0%	72	100.0%	63	100.0%	35	100.0%	33	100.0%	31	100.0%	35	100.0%	38	100.0%	28	100.0%
Preston	175	30.2%	53	85.5%	43	81.1%	38	52.8%	24	38.1%	1	2.9%	3	9.1%	0	.0%	2	5.7%	6	15.8%	0	.0%
Leyland	33	5.7%	1	1.6%	1	1.9%	5	6.9%	24	38.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southport	33	5.7%	1	1.6%	0	.0%	1	1.4%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	27	96.4%
Blackburn	32	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	2	5.3%
Accrington	30	5.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	2	6.1%	1	3.2%	0	.0%	0	.0%	0	.0%
Blackpool	26	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	17	54.8%	8	22.9%	0	.0%	0	.0%
Chorley	26	4.5%	0	.0%	0	.0%	2	2.8%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	26	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	21	60.0%	5	15.2%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	6	1.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	2.9%	0	.0%	1	3.2%	3	8.6%	0	.0%	0	.0%
Wigan	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	3	.5%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Capitol Centre	2	.3%	0	.0%	0	.0%	2	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	1	.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning medical goods	33	100.0%	33	100.0%	32	100.0%	32	100.0%
Preston	1	3.0%	1	3.0%	2	6.3%	1	3.1%
Leyland	0	.0%	2	6.1%	0	.0%	0	.0%
Southport	3	9.1%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	27	84.4%	2	6.3%
Accrington	1	3.0%	0	.0%	0	.0%	25	78.1%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	0	.0%	22	66.7%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	5	15.2%	0	.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Bolton	0	.0%	1	3.0%	1	3.1%	0	.0%
Capitol Centre	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	0	.0%	0	.0%

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Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Base: Those mentioning medical goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Clitheroe	22	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	57.9%	0	.0%
Lytham St Annes	15	2.6%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	40.0%	0	.0%	0	.0%
Bamber Bridge	13	2.2%	0	.0%	0	.0%	13	18.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	12	2.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	11	33.3%	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	11	1.9%	0	.0%	5	9.4%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	13.2%	0	.0%
Ormskirk	8	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	7	1.2%	0	.0%	0	.0%	3	4.2%	4	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	6	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	17.1%	0	.0%	0	.0%
Skelmersdale	6	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	9.1%	2	6.5%	0	.0%	0	.0%	0	.0%
Longton	5	.9%	0	.0%	0	.0%	0	.0%	5	7.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	5	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.1%	3	9.7%	0	.0%	0	.0%	0	.0%
Thornton - Cleveleys	5	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	4	12.9%	0	.0%	0	.0%	0	.0%
Lostock Hall	4	.7%	0	.0%	0	.0%	4	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carnforth	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Croston	3	.5%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Knott End	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Ashton-on-Ribble	2	.3%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetwood	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.5%	0	.0%	0	.0%	0	.0%
Other	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.3%	0	.0%
Abroad, Turkey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Adlington	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ashford	1	.2%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Astley Village	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birkdale	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%
Boundary Mill, Colne	1	.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coppell	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eccleston	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Freckleton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%
Goosnargh	1	.2%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Great Eccleston	1	.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halton	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hambleton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New Longton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mellor	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Milnthorpe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Padiham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Parbold	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	8	24.2%	0	.0%	0	.0%	0	.0%
Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Kirkham	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	6	18.2%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Longton	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Poulton-le-Fylde	0	.0%	0	.0%	0	.0%	0	.0%
Thornton - Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	3	9.1%	0	.0%	0	.0%	0	.0%
Carnforth	0	.0%	0	.0%	0	.0%	0	.0%
Croston	2	6.1%	0	.0%	0	.0%	0	.0%
Knott End	0	.0%	0	.0%	0	.0%	0	.0%
Ashton-on-Ribble	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	0	.0%	0	.0%	2	6.3%	0	.0%
Fleetwood	0	.0%	0	.0%	0	.0%	0	.0%
Other Whalley	0	.0%	0	.0%	0	.0%	0	.0%
Abroad, Turkey	0	.0%	0	.0%	0	.0%	0	.0%
Adlington	0	.0%	1	3.0%	0	.0%	0	.0%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Astley Village	0	.0%	1	3.0%	0	.0%	0	.0%
Birkdale	0	.0%	0	.0%	0	.0%	0	.0%
Boundary Mill, Colne	0	.0%	0	.0%	0	.0%	0	.0%
Coppell	0	.0%	1	3.0%	0	.0%	0	.0%
Don't know	0	.0%	0	.0%	0	.0%	1	3.1%
Eccleston	0	.0%	1	3.0%	0	.0%	0	.0%
Freckleton	0	.0%	0	.0%	0	.0%	0	.0%
Goosnargh	0	.0%	0	.0%	0	.0%	0	.0%
Great Eccleston	0	.0%	0	.0%	0	.0%	0	.0%
Halton	0	.0%	0	.0%	0	.0%	0	.0%
Hambleton	0	.0%	0	.0%	0	.0%	0	.0%
Horwich	0	.0%	1	3.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
New Longton	0	.0%	0	.0%	0	.0%	0	.0%
Mellor	0	.0%	0	.0%	0	.0%	0	.0%
Milnthorpe	0	.0%	0	.0%	0	.0%	0	.0%
Oswaldtwistle	0	.0%	0	.0%	0	.0%	1	3.1%
Padiham	0	.0%	0	.0%	0	.0%	1	3.1%
Parbold	1	3.0%	0	.0%	0	.0%	0	.0%

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Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Base: Those mentioning medical goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rishton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Settle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skermersdale	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Skipton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Other St Helens	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Standish, Wigan	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tarbold	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Withnell	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7m. Where do you go most often to buy medical goods, such as medicines, first aid equipment, glasses and contact lenses?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Rishton	0	.0%	0	.0%	0	.0%	1	3.1%
Settle	0	.0%	0	.0%	0	.0%	0	.0%
Skermersdale	1	3.0%	0	.0%	0	.0%	0	.0%
Skipton	0	.0%	0	.0%	0	.0%	0	.0%
Other St Helens	1	3.0%	0	.0%	0	.0%	0	.0%
Standish, Wigan	0	.0%	1	3.0%	0	.0%	0	.0%
Tarbold	1	3.0%	0	.0%	0	.0%	0	.0%
Walton-le-Dale	0	.0%	0	.0%	0	.0%	0	.0%
Withnell	0	.0%	1	3.0%	0	.0%	0	.0%

Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Base: Those mentioning recreational goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning recreational goods	387	100.0%	37	100.0%	32	100.0%	56	100.0%	45	100.0%	24	100.0%	22	100.0%	15	100.0%	22	100.0%	24	100.0%	20	100.0%

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Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning recreational goods	25	100.0%	25	100.0%	24	100.0%	16	100.0%

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Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Base: Those mentioning recreational goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Preston	131	33.9%	32	86.5%	24	75.0%	29	51.8%	17	37.8%	3	12.5%	3	13.6%	0	.0%	8	36.4%	1	4.2%	1	5.0%
Internet	39	10.1%	1	2.7%	3	9.4%	4	7.1%	3	6.7%	2	8.3%	6	27.3%	5	33.3%	1	4.5%	2	8.3%	2	10.0%
Southport	20	5.2%	0	.0%	0	.0%	1	1.8%	2	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	15	75.0%
Blackburn	19	4.9%	0	.0%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	12.5%	0	.0%
Blackpool	16	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	9.1%	8	53.3%	6	27.3%	0	.0%	0	.0%
Leyland	16	4.1%	1	2.7%	1	3.1%	1	1.8%	13	28.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	13	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	10	41.7%	3	13.6%	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	9	2.3%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%
Chorley	7	1.8%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigan	7	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Deepdale Shopping Park	6	1.6%	2	5.4%	1	3.1%	2	3.6%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	5	1.3%	0	.0%	1	3.1%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%
Burnley	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bury	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trafford Centre	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Preston Markets	1	.3%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Preston	3	12.0%	5	20.0%	4	16.7%	1	6.3%
Internet	1	4.0%	6	24.0%	2	8.3%	1	6.3%
Southport	2	8.0%	0	.0%	0	.0%	0	.0%
Blackburn	0	.0%	0	.0%	10	41.7%	4	25.0%
Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
Leyland	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Accrington	1	4.0%	0	.0%	0	.0%	6	37.5%
Chorley	0	.0%	6	24.0%	0	.0%	0	.0%
Wigan	3	12.0%	3	12.0%	0	.0%	0	.0%
Deepdale Shopping Park	0	.0%	0	.0%	0	.0%	0	.0%
Manchester	0	.0%	0	.0%	1	4.2%	1	6.3%
Burnley	0	.0%	0	.0%	0	.0%	2	12.5%
Bury	0	.0%	0	.0%	1	4.2%	1	6.3%
Trafford Centre	0	.0%	0	.0%	1	4.2%	0	.0%
Preston Markets	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/ Mail order	0	.0%	0	.0%	1	4.2%	0	.0%

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Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Base: Those mentioning recreational goods		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Clitheroe	13	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	12	50.0%	0	.0%
Bamber Bridge	7	1.8%	0	.0%	0	.0%	6	10.7%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	6	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	6	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	6	1.6%	0	.0%	0	.0%	2	3.6%	2	4.4%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
Garstang	5	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	18.2%	0	.0%	0	.0%	1	4.2%	0	.0%
Lytham St Annes	5	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	22.7%	0	.0%	0	.0%
Penwortham	5	1.3%	0	.0%	0	.0%	3	5.4%	2	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	4	1.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kendal	4	1.0%	0	.0%	0	.0%	0	.0%	1	2.2%	3	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whalley	2	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.3%	0	.0%
Harrogate	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%
Aintree	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ashford	1	.3%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barton	1	.3%	0	.0%	1	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	1	.3%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Clayton-le-Woods	1	.3%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colne	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%
Coppell	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darwen	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Euxton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hambleton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Hasslington	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hoghton	1	.3%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Longridge	1	.3%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	1	.3%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tarleton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thornton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%
Trawley	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Worsley	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Yorkshire	1	.3%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7n. Where do you go most often to buy recreational goods, including musical instruments, equipment for camping, sport and recreation, pet products and plants and flowers?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Clitheroe	0	.0%	0	.0%	1	4.2%	0	.0%
Bamber Bridge	0	.0%	0	.0%	0	.0%	0	.0%
Morecambe	0	.0%	0	.0%	0	.0%	0	.0%
Ormskirk	6	24.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	1	4.2%	0	.0%
Garstang	0	.0%	0	.0%	0	.0%	0	.0%
Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham	0	.0%	0	.0%	0	.0%	0	.0%
Chorley	1	4.0%	2	8.0%	0	.0%	0	.0%
Kendal	0	.0%	0	.0%	0	.0%	0	.0%
Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
Skelmersdale	2	8.0%	0	.0%	0	.0%	0	.0%
Whalley	0	.0%	0	.0%	0	.0%	0	.0%
Harrogate	0	.0%	0	.0%	0	.0%	0	.0%
Aintree	1	4.0%	0	.0%	0	.0%	0	.0%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Barton	0	.0%	0	.0%	0	.0%	0	.0%
Burscough	1	4.0%	0	.0%	0	.0%	0	.0%
Clayton Brook	0	.0%	0	.0%	0	.0%	0	.0%
Other Clayton-le-Woods	0	.0%	0	.0%	0	.0%	0	.0%
Colne	0	.0%	0	.0%	0	.0%	0	.0%
Coppell	0	.0%	1	4.0%	0	.0%	0	.0%
Darwen	0	.0%	0	.0%	1	4.2%	0	.0%
Euxton	1	4.0%	0	.0%	0	.0%	0	.0%
Hambleton	0	.0%	0	.0%	0	.0%	0	.0%
Hasslington	0	.0%	0	.0%	1	4.2%	0	.0%
Hoghton	0	.0%	0	.0%	0	.0%	0	.0%
Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
Liverpool	1	4.0%	0	.0%	0	.0%	0	.0%
London	0	.0%	0	.0%	0	.0%	0	.0%
Longridge	0	.0%	0	.0%	0	.0%	0	.0%
Lostock Hall	0	.0%	0	.0%	0	.0%	0	.0%
Middlebrook Retail Park, Horwich, Bolton	0	.0%	1	4.0%	0	.0%	0	.0%
Tarleton	1	4.0%	0	.0%	0	.0%	0	.0%
Thornton	0	.0%	0	.0%	0	.0%	0	.0%
Trawley	0	.0%	1	4.0%	0	.0%	0	.0%
Worsley	0	.0%	0	.0%	0	.0%	0	.0%
Yorkshire	0	.0%	0	.0%	0	.0%	0	.0%

Q8. Roughly, what proportion of your total expenditure is spent on non-food items?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Less than 25%	459	51.0%	47	47.0%	51	51.0%	50	50.0%	50	50.0%	28	56.0%	31	62.0%	23	46.0%	23	46.0%	22	44.0%	29	58.0%	28	56.0%	27	54.0%	22	44.0%	28	56.0%
25% to 49%	190	21.1%	26	26.0%	15	15.0%	19	19.0%	19	19.0%	7	14.0%	10	20.0%	17	34.0%	9	18.0%	13	26.0%	13	26.0%	7	14.0%	11	22.0%	14	28.0%	10	20.0%
About half	48	5.3%	4	4.0%	10	10.0%	5	5.0%	7	7.0%	2	4.0%	1	2.0%	0	.0%	4	8.0%	4	8.0%	0	.0%	3	6.0%	2	4.0%	5	10.0%	1	2.0%
51% to 75%	11	1.2%	1	1.0%	1	1.0%	0	.0%	1	1.0%	2	4.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	1	2.0%	0	.0%
76% to 100%	7	.8%	1	1.0%	0	.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%
Don't know/ varies	185	20.6%	21	21.0%	23	23.0%	24	24.0%	22	22.0%	11	22.0%	7	14.0%	10	20.0%	12	24.0%	11	22.0%	8	16.0%	10	20.0%	7	14.0%	8	16.0%	11	22.0%

Q9. How often do you visit the cinema?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Once a week	16	1.8%	2	2.0%	5	5.0%	0	.0%	1	1.0%	2	4.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	1	2.0%	2	4.0%	0	.0%	1	2.0%
Fortnightly	20	2.2%	3	3.0%	3	3.0%	1	1.0%	0	.0%	2	4.0%	0	.0%	3	6.0%	1	2.0%	1	2.0%	3	6.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%
Monthly	97	10.8%	3	3.0%	8	8.0%	6	6.0%	19	19.0%	4	8.0%	5	10.0%	3	6.0%	5	10.0%	6	12.0%	7	14.0%	10	20.0%	8	16.0%	8	16.0%	5	10.0%
Every 6 months	128	14.2%	15	15.0%	16	16.0%	11	11.0%	10	10.0%	10	20.0%	7	14.0%	9	18.0%	11	22.0%	9	18.0%	5	10.0%	2	4.0%	13	26.0%	6	12.0%	4	8.0%
Once a Year	73	8.1%	9	9.0%	5	5.0%	12	12.0%	6	6.0%	4	8.0%	2	4.0%	6	12.0%	3	6.0%	3	6.0%	2	4.0%	6	12.0%	4	8.0%	6	12.0%	5	10.0%
Varies/ no set pattern	122	13.6%	11	11.0%	12	12.0%	21	21.0%	16	16.0%	6	12.0%	6	12.0%	7	14.0%	7	14.0%	6	12.0%	8	16.0%	6	12.0%	7	14.0%	4	8.0%	5	10.0%
Never	444	49.3%	57	57.0%	51	51.0%	49	49.0%	48	48.0%	22	44.0%	30	60.0%	22	44.0%	22	44.0%	24	48.0%	25	50.0%	24	48.0%	15	30.0%	25	50.0%	30	60.0%

Q10. Which cinema do you visit most often?

	Base: Those visiting the cinema		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting the cinema	456	100.0%	43	100.0%	49	100.0%	51	100.0%	52	100.0%	28	100.0%	20	100.0%	28	100.0%	28	100.0%	26	100.0%	25	100.0%
Vue Cinema, The Capitol Centre, Walton-Le-Dale	89	19.5%	2	4.7%	15	30.6%	31	60.8%	18	34.6%	0	.0%	4	20.0%	1	3.6%	0	.0%	5	19.2%	0	.0%
Odeon, Portway, Ashton on Ribble	67	14.7%	26	60.5%	12	24.5%	7	13.7%	11	21.2%	0	.0%	0	.0%	0	.0%	6	21.4%	1	3.8%	0	.0%
Palace Cinema, Market Place, Longridge	13	2.9%	1	2.3%	3	6.1%	1	2.0%	0	.0%	0	.0%	3	15.0%	0	.0%	1	3.6%	3	11.5%	0	.0%

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Q10. Which cinema do you visit most often?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting the cinema	26	100.0%	35	100.0%	25	100.0%	20	100.0%
Vue Cinema, The Capitol Centre, Walton-Le-Dale	2	7.7%	7	20.0%	2	8.0%	2	10.0%
Odeon, Portway, Ashton on Ribble	1	3.8%	2	5.7%	1	4.0%	0	.0%
Palace Cinema, Market Place, Longridge	0	.0%	0	.0%	1	4.0%	0	.0%

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Q10. Which cinema do you visit most often?

		Base: Those visiting the cinema		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Odeon, Riversway, Portway, Preston	46	10.1%	11	25.6%	9	18.4%	5	9.8%	12	23.1%	0	.0%	2	10.0%	0	.0%	3	10.7%	0	.0%	0	.0%
	Vue Cinema, Middlebrook Leisure Park, The Link Way, Bolton	35	7.7%	0	.0%	3	6.1%	5	9.8%	6	11.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Ocean Plaza, Marine Drive, Southport	32	7.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	88.0%
	Vue Cinema, Peel Leisure & Retail Park, Lower Audley Street, Blackburn	31	6.8%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	30.8%	0	.0%
	Odeon, Rigby Road, Blackpool	29	6.4%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	5.0%	16	57.1%	11	39.3%	0	.0%	0	.0%
	Vue Cinema, Church Street, Lancaster	20	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	19	67.9%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, North Promenade, Thornton-Cleveleys	19	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	35.0%	11	39.3%	1	3.6%	0	.0%	0	.0%
	Vue Cinema, Hyndburn Road, Accrington	12	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	0	.0%	3	11.5%	0	.0%
	Varies	9	2.0%	0	.0%	0	.0%	1	2.0%	2	3.8%	1	3.6%	0	.0%	0	.0%	1	3.6%	0	.0%	1	4.0%
	Apollo Cinema, Central Drive, Morecambe	8	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	7	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Mariners Way, Preston	7	1.5%	3	7.0%	1	2.0%	0	.0%	2	3.8%	0	.0%	1	5.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Apollo Cinema, Hollywood Park, Manchester Road, Burnley	6	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	19.2%	0	.0%
	The Island, South Promenade, Lytham St Annes	5	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	17.9%	0	.0%	0	.0%
	Empire, Robin Park, Wigan	4	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Can't remember	3	.7%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, The Printworks, Manchester	3	.7%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horwich	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	UGC, Chalon Way West, St Helens	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Templeton Road, Hindley, Wigan	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cineworld, Eureka Park. Ashford	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	FACT, Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%
	Lancaster	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon Switch Island, Dunnings Bridge Road, Bootle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Paradise Street, Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%
	Odeon, The Trafford Centre, Manchester	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Showcase, Norris Green, Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Showcase, Hyde Road, Belle Vue, Manchester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Grand, York Street, Clitheroe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%
	Vue Cinema, Rock Place, Bury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue, Friar Street, Worcester	1	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woolten Picture House, Mason Street, Woolton, Liverpool	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q10. Which cinema do you visit most often?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
Other	Odeon, Riversway, Portway, Preston	3	11.5%	1	2.9%	0	.0%	0	.0%
	Vue Cinema, Middlebrook Leisure Park, The Link Way, Bolton	0	.0%	20	57.1%	1	4.0%	0	.0%
	Vue Cinema, Ocean Plaza, Marine Drive, Southport	9	34.6%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Peel Leisure & Retail Park, Lower Audley Street, Blackburn	0	.0%	0	.0%	17	68.0%	5	25.0%
	Odeon, Rigby Road, Blackpool	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Church Street, Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, North Promenade, Thornton-Cleveleys	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Hyndburn Road, Accrington	0	.0%	0	.0%	0	.0%	8	40.0%
	Varies	0	.0%	0	.0%	2	8.0%	1	5.0%
	Apollo Cinema, Central Drive, Morecambe	1	3.8%	0	.0%	0	.0%	0	.0%
	Odeon, Mariners Way, Preston	0	.0%	0	.0%	0	.0%	0	.0%
	Apollo Cinema, Hollywood Park, Manchester Road, Burnley	0	.0%	0	.0%	0	.0%	1	5.0%
	The Island, South Promenade, Lytham St Annes	0	.0%	0	.0%	0	.0%	0	.0%
	Empire, Robin Park, Wigan	3	11.5%	1	2.9%	0	.0%	0	.0%
	Can't remember	0	.0%	1	2.9%	1	4.0%	0	.0%
	Odeon, The Printworks, Manchester	0	.0%	0	.0%	0	.0%	2	10.0%
	Horwich	0	.0%	2	5.7%	0	.0%	0	.0%
	UGC, Chalon Way West, St Helens	2	7.7%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Templeton Road, Hindley, Wigan	2	7.7%	0	.0%	0	.0%	0	.0%
	Cineworld, Eureka Park, Ashford	0	.0%	0	.0%	0	.0%	0	.0%
	FACT, Liverpool	0	.0%	0	.0%	0	.0%	0	.0%
	Lancaster	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon Switch Island, Dunning's Bridge Road, Bootle	1	3.8%	0	.0%	0	.0%	0	.0%
	Odeon, Paradise Street, Liverpool	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, The Trafford Centre, Manchester	0	.0%	0	.0%	0	.0%	0	.0%
	Showcase, Norris Green, Liverpool	1	3.8%	0	.0%	0	.0%	0	.0%
	Showcase, Hyde Road, Belle Vue, Manchester	0	.0%	1	2.9%	0	.0%	0	.0%
	The Grand, York Street, Clitheroe	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Rock Place, Bury	0	.0%	0	.0%	0	.0%	1	5.0%
	Vue, Friar Street, Worcester	0	.0%	0	.0%	0	.0%	0	.0%
	Woolten Picture House, Mason Street, Woolton, Liverpool	1	3.8%	0	.0%	0	.0%	0	.0%

Q11. Are you a member of a gym or health and fitness club?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Yes	137	15.2%	12	12.0%	14	14.0%	17	17.0%	19	19.0%	12	24.0%	4	8.0%	8	16.0%	9	18.0%	9	18.0%	9	18.0%	5	10.0%	10	20.0%	5	10.0%	4	8.0%
No	763	84.8%	88	88.0%	86	86.0%	83	83.0%	81	81.0%	38	76.0%	46	92.0%	42	84.0%	41	82.0%	41	82.0%	41	82.0%	45	90.0%	40	80.0%	45	90.0%	46	92.0%

Q12. Which club are you a member of?

	Base: Those visiting a gym/healthclub		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting a gym/healthclub	137	100.0%	12	100.0%	14	100.0%	17	100.0%	19	100.0%	12	100.0%	4	100.0%	8	100.0%	9	100.0%	9	100.0%	9	100.0%	5	100.0%	10	100.0%	5	100.0%		
Virgin Active, Capitol Centre, Walton-le-Dale	11	8.0%	0	.0%	2	14.3%	7	41.2%	2	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Marriott Leisure Club, Broughton	3	2.2%	3	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Fitness First, Preston NE Football Stadium	2	1.5%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%		
Kingfisher Health and Fitness, Longridge	1	.7%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Body Matters, Higher Walton	1	.7%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Reps Gym, Preston	1	.7%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Swallow Leisure Club, Samlesbury	1	.7%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Reviva Health Clubs for Women, Preston	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		

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Q12. Which club are you a member of?

	Zone 14	
	Num	%
Base: Those visiting a gym/healthclub	4	100.0%
Virgin Active, Capitol Centre, Walton-le-Dale	0	.0%
Marriott Leisure Club, Broughton	0	.0%
Fitness First, Preston NE Football Stadium	0	.0%
Kingfisher Health and Fitness, Longridge	0	.0%
Body Matters, Higher Walton	0	.0%
Reps Gym, Preston	0	.0%
Swallow Leisure Club, Samlesbury	0	.0%
Reviva Health Clubs for Women, Preston	0	.0%

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Q12. Which club are you a member of?

	Base: Those visiting a gym/ healthclub		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Fulwood Lesuire Centre, Blackbull Lane, Fulwood	10	7.3%	7	58.3%	3	21.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland Leisure Centre, Lancastergate, Leyland	6	4.4%	0	.0%	0	.0%	0	.0%	6	31.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carter Leisure Club, Chatburn Road, Clitheroe	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	44.4%	0	.0%	0	.0%	0	.0%	0	.0%
FX Leisure, Country Ground, Thurston Road, Leyland	4	2.9%	0	.0%	1	7.1%	0	.0%	3	15.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
YMCA, St Annes Road West, Lytham St Annes	4	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	3	33.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
All Seasons Leisure Centre, Water Street, Chorley	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	30.0%	0	.0%
Bamber Leisure Centre, Brindle Road, Bamber Bridge	3	2.2%	0	.0%	0	.0%	3	17.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DW Sports Fitness, Central Drive, Morecambe	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DW Sports Fitness, Portway, Preston	3	2.2%	0	.0%	1	7.1%	0	.0%	2	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DW Sports Fitness, Ocean Plaza, Southport	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	33.3%	0	.0%	0	.0%	0	.0%	0	.0%
Penwortham Leisure Centre, Crow Hills Road, Preston	3	2.2%	0	.0%	0	.0%	1	5.9%	2	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Westview Leisure Centre, West View, Ribbleson, Preston	3	2.2%	1	8.3%	2	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Darwen Leisure Centre, The Green, Darwen	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	1	20.0%
FX Leisure, Bolton	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Gymophobics, Bispham Road, Southport	2	1.5%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%
Local Leisure Centre, Chorley	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	20.0%	0	.0%	0	.0%
Longridge Fitness Club, Longridge	2	1.5%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Niven's Health Club, South Promenade, Lytham St Anne's	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	22.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Palatine Leisure Centre, St Annes Road, Blackpool	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
South Ribble Community Leisure, Brindle Road, Bamberbridge	2	1.5%	0	.0%	0	.0%	1	5.9%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
V V V Health & Leisure Club, The Shore, Hest Bank, Lancaster	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	16.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Victoria Leisure, Promenade, Southport	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	22.2%	0	.0%	0	.0%	0	.0%	0	.0%
Waves Water Fun Centre, Nab Lane, Blackburn	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	40.0%
A1 Fitness, Coppell	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%
Accrington & Rossendale College Gym, Broad Oak Road, Accrington	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bolton Arena, Bolton	1	.7%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burscough Fitness & Racquets Leisure Centre, Mart Lane, Burscough	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%
Burscough Fitness & Racquets Leisure Centre, Mart Lane, Lancashire	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%	0	.0%
Canberra Club, Blackburn	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
Clitheroe Walking Club	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. Which club are you a member of?

		Zone	
		14	
		Num	%
Other	Fulwood Lesuire Centre, Blackbull Lane, Fulwood	0	.0%
	Leyland Leisure Centre, Lancastergate, Leyland	0	.0%
	Carter Leisure Club, Chatburn Road, Clitheroe	0	.0%
	FX Leisure, Country Ground, Thurston Road, Leyland	0	.0%
	YMCA, St Annes Road West, Lytham St Annes	0	.0%
	All Seasons Leisure Centre, Water Street, Chorley	0	.0%
	Bamber Leisure Centre, Brindle Road, Bamber Bridge	0	.0%
	DW Sports Fitness, Central Drive, Morecambe	0	.0%
	DW Sports Fitness, Portway, Preston	0	.0%
	DW Sports Fitness, Ocean Plaza, Southport	0	.0%
	Penwortham Leisure Centre, Crow Hills Road, Preston	0	.0%
	Westview Leisure Centre, West View, Ribbleton, Preston	0	.0%
	Darwen Leisure Centre, The Green, Darwen	0	.0%
	FX Leisure, Bolton	0	.0%
	Gymophobics, Bispham Road, Southport	0	.0%
	Local Leisure Centre, Chorley	0	.0%
	Longridge Fitness Club, Longridge	0	.0%
	Niven's Health Club, South Promenade, Lytham St Anne's	0	.0%
	Palatine Leisure Centre, St Annes Road, Blackpool	0	.0%
	South Ribble Community Leisure, Brindle Road, Bamberbridge	0	.0%
	V V V Health & Leisure Club, The Shore, Hest Bank, Lancaster	0	.0%
	Victoria Leisure, Promenade, Southport	0	.0%
	Waves Water Fun Centre, Nab Lane, Blackburn	0	.0%
	A1 Fitness, Coppell	0	.0%
	Accrington & Rossendale College Gym, Broad Oak Road, Accrington	1	25.0%
	Bolton Arena, Bolton	0	.0%
	Burscough Fitness & Racquets Leisure Centre, Mart Lane, Burscough	0	.0%
Burscough Fitness & Racquets Leisure Centre, Mart Lane, Lancashire	0	.0%	
Canberra Club, Blackburn	0	.0%	
Clitheroe Walking Club	0	.0%	

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Q12. Which club are you a member of?

	Base: Those visiting a gym/ healthclub		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Curve Women's Gym, Vigarage Lane, Blackpool	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
De Vere Gym, Reebok Stadium, Bolton	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%
Derby University, Kedleston Road, Derby	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%
DW Sports Fitness, Stadium Way, Wigan	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%
DW Sports Fitness, Haslingden Road, Guide, Accrington	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
DW Sports Fitness, Burnden Park, Manchester Road, Bolton	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
Energie Fitness For Women, North Road, Preston	1	.7%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness Centre, South Ribble	1	.7%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fitness First, Hollins Road, Preston	1	.7%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Heartbeat, Ormskirk	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%
Holiday Inn, Canton Road, Lancaster	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Horwich Leisure Centre, Victoria Road, Horwich	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%
Hyndburn Sports Centre, Henry Street, Accrington	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Personal trainer	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Other Kosco Amateur Boxing Gym	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leisure 2000, Kirkham	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Leyland & South Ribble Community Centre, West Paddock, Leyland	1	.7%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Keep Fit Class, Carnforth	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marshside Gym, Slaidburn Crescent, Southport	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Middleton Towers	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Myers Cough Agricultural College, Main Campus, St Michael's Road, Bilsborrow, Preston	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pine Lakes, Carnforth	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poplar Social Club, Wellington Street, Accrington	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poulton Sports & Fitness Centre, Parys Way, Hardhorn & Thornton	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ribby Hall, Preston	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Royal Clifton, Southport	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Sand Piper Leisure Club, Green Lane, Lancaster	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Scarisbrick, Southport	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%
Settle Fitness, The Sidings, Settle	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sitting Pretty, Whalley Road, Clitheroe	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%

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Q12. Which club are you a member of?

	Zone	
	14	
	Num	%
Curve Women's Gym, Vigarage Lane, Blackpool	0	.0%
De Vere Gym, Reebok Stadium, Bolton	0	.0%
Derby University, Kedleston Road, Derby	0	.0%
DW Sports Fitness, Stadium Way, Wigan	0	.0%
DW Sports Fitness, Haslingden Road, Guide, Accrington	1	25.0%
DW Sports Fitness, Burnden Park, Manchester Road, Bolton	0	.0%
Energie Fitness For Women, North Road, Preston	0	.0%
Fitness Centre, South Ribble	0	.0%
Fitness First, Hollins Road, Preston	0	.0%
Heartbeat, Ormskirk	0	.0%
Holiday Inn, Canton Road, Lancaster	0	.0%
Horwich Leisure Centre, Victoria Road, Horwich	0	.0%
Hyndburn Sports Centre, Henry Street, Accrington	1	25.0%
Personal trainer	0	.0%
Other Kosco Amateur Boxing Gym	0	.0%
Leisure 2000, Kirkham	0	.0%
Leyland & South Ribble Community Centre, West Paddock, Leyland	0	.0%
Local Keep Fit Class, Carnforth	0	.0%
Marshside Gym, Slaidburn Crescent, Southport	0	.0%
Middleton Towers	0	.0%
Myers Cough Agricultural College, Main Campus, St Michael's Road, Bilsborrow, Preston	0	.0%
Pine Lakes, Carnforth	0	.0%
Poplar Social Club, Wellington Street, Accrington	1	25.0%
Poulton Sports & Fitness Centre, Parrys Way, Hardhorn & Thornton	0	.0%
Ribby Hall, Preston	0	.0%
Royal Clifton, Southport	0	.0%
Sand Piper Leisure Club, Green Lane, Lancaster	0	.0%
Scarisbrick, Southport	0	.0%
Settle Fitness, The Sidings, Settle	0	.0%
Sitting Pretty, Whalley Road, Clitheroe	0	.0%

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Q12. Which club are you a member of?

	Base: Those visiting a gym/ healthclub		Zone																										
			1		2		3		4		5		6		7		8		9		10		11		12		13		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Other	Stonyhurst College, Lancashire	1	.7%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Grand Hotel, South Promenade, Lytham St Anne's	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Lavender Hotel, Park Hall Road, Charnock Richard, Chorley	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%
	Thorton Cleveleys Sports Centre, Victoria Road East, Thornton-Cleveleys	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Total Fitness, West Strand Road, Preston	1	.7%	1	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	West Park Drive, Blackpool	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Work	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	YMCA, Mythop Road, Lytham	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q12. Which club are you a member of?

	Zone		
	14		
	Num	%	
Other	Stonyhurst College, Lancashire	0	.0%
	The Grand Hotel, South Promenade, Lytham St Anne's	0	.0%
	The Lavender Hotel, Park Hall Road, Charnock Richard, Chorley	0	.0%
	Thorton Cleveleys Sports Centre, Victoria Road East, Thornton-Cleveleys	0	.0%
	Total Fitness, West Strand Road, Preston	0	.0%
	West Park Drive, Blackpool	0	.0%
	Work	0	.0%
	YMCA, Mythop Road, Lytham	0	.0%

Q13. How often do you visit Q12?

	Base: Those visiting a gym/ healthclub		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting a gym/ healthclub	137	100.0%	12	100.0%	14	100.0%	17	100.0%	19	100.0%	12	100.0%	4	100.0%	8	100.0%	9	100.0%	9	100.0%	9	100.0%
Every Day	15	10.9%	0	.0%	2	14.3%	0	.0%	1	5.3%	2	16.7%	2	50.0%	1	12.5%	2	22.2%	1	11.1%	0	.0%
2-3 times a week	98	71.5%	11	91.7%	10	71.4%	15	88.2%	14	73.7%	6	50.0%	1	25.0%	6	75.0%	7	77.8%	7	77.8%	7	77.8%
Once a week	12	8.8%	0	.0%	1	7.1%	0	.0%	2	10.5%	3	25.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
Fortnightly	4	2.9%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%	0	.0%	1	11.1%
Monthly	1	.7%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Once a Year	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	12.5%	0	.0%	0	.0%	0	.0%
Varies/ no set pattern	6	4.4%	1	8.3%	0	.0%	1	5.9%	2	10.5%	1	8.3%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%

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Q13. How often do you visit Q12?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting a gym/healthclub	5	100.0%	10	100.0%	5	100.0%	4	100.0%
Every Day	0	.0%	2	20.0%	1	20.0%	1	25.0%
2-3 times a week	4	80.0%	5	50.0%	4	80.0%	1	25.0%
Once a week	1	20.0%	2	20.0%	0	.0%	2	50.0%
Fortnightly	0	.0%	1	10.0%	0	.0%	0	.0%
Monthly	0	.0%	0	.0%	0	.0%	0	.0%
Once a Year	0	.0%	0	.0%	0	.0%	0	.0%
Varies/ no set pattern	0	.0%	0	.0%	0	.0%	0	.0%

Q14. What do you like about Preston as a city centre?

	Base: All respondents		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Architecture	5	.6%	1	1.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Choice of variety of shops	200	22.2%	16	16.0%	17	17.0%	18	18.0%	21	21.0%	16	32.0%	13	26.0%	18	36.0%	17	34.0%	11	22.0%	3	6.0%	6	12.0%	11	22.0%	20	40.0%
Choice / quality of places to eat / drink	15	1.7%	2	2.0%	2	2.0%	3	3.0%	2	2.0%	0	.0%	0	.0%	2	4.0%	2	4.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Close to home or work	62	6.9%	14	14.0%	14	14.0%	11	11.0%	12	12.0%	0	.0%	3	6.0%	1	2.0%	2	4.0%	1	2.0%	0	.0%	1	2.0%	3	6.0%	0	.0%
Compact / easy to walk round / accessible	89	9.9%	12	12.0%	5	5.0%	11	11.0%	19	19.0%	2	4.0%	5	10.0%	3	6.0%	7	14.0%	8	16.0%	4	8.0%	4	8.0%	7	14.0%	1	2.0%
Cosmopolitan	2	.2%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Easy access by private car	21	2.3%	4	4.0%	4	4.0%	0	.0%	2	2.0%	0	.0%	0	.0%	2	4.0%	2	4.0%	2	4.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%
Easy access by public transport	29	3.2%	4	4.0%	2	2.0%	2	2.0%	3	3.0%	4	8.0%	1	2.0%	2	4.0%	4	8.0%	2	4.0%	1	2.0%	1	2.0%	1	2.0%	2	4.0%
Familiarity	41	4.6%	6	6.0%	9	9.0%	14	14.0%	3	3.0%	0	.0%	3	6.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	1	2.0%	3	6.0%	0	.0%
Good atmosphere	19	2.1%	3	3.0%	1	1.0%	1	1.0%	1	1.0%	2	4.0%	1	2.0%	0	.0%	1	2.0%	3	6.0%	2	4.0%	2	4.0%	1	2.0%	1	2.0%
Good / attractive environment	10	1.1%	1	1.0%	1	1.0%	4	4.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Good / easy parking	28	3.1%	1	1.0%	1	1.0%	0	.0%	6	6.0%	2	4.0%	1	2.0%	1	2.0%	4	8.0%	2	4.0%	1	2.0%	2	4.0%	3	6.0%	0	.0%
Leisure attractions	6	.7%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market	30	3.3%	5	5.0%	8	8.0%	2	2.0%	3	3.0%	1	2.0%	0	.0%	2	4.0%	1	2.0%	1	2.0%	4	8.0%	1	2.0%	1	2.0%	1	2.0%
Nice / friendly people	10	1.1%	2	2.0%	4	4.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Nightlife	6	.7%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Pedestrianised streets	5	.6%	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Safe environment	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Nothing in particular	385	42.8%	39	39.0%	43	43.0%	39	39.0%	33	33.0%	18	36.0%	21	42.0%	21	42.0%	15	30.0%	27	54.0%	31	62.0%	27	54.0%	24	48.0%	22	44.0%

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Q14. What do you like about Preston as a city centre?

	Zone	
	14	
	Num	%
Base: All respondents	50	100.0%
Architecture	0	.0%
Choice of variety of shops	13	26.0%
Choice / quality of places to eat / drink	1	2.0%
Close to home or work	0	.0%
Compact / easy to walk round / accessible	1	2.0%
Cosmopolitan	0	.0%
Easy access by private car	2	4.0%
Easy access by public transport	0	.0%
Familiarity	0	.0%
Good atmosphere	0	.0%
Good / attractive environment	0	.0%
Good / easy parking	4	8.0%
Leisure attractions	2	4.0%
Market	0	.0%
Nice / friendly people	2	4.0%
Nightlife	0	.0%
Pedestrianised streets	0	.0%
Safe environment	0	.0%
Nothing in particular	25	50.0%

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Q14. What do you like about Preston as a city centre?

		Base: All respondents		Zone																									
				1		2		3		4		5		6		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Convenient	17	1.9%	3	3.0%	0	.0%	5	5.0%	6	6.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Can get everything you want there	12	1.3%	2	2.0%	2	2.0%	2	2.0%	4	4.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Muesum	9	1.0%	2	2.0%	0	.0%	1	1.0%	1	1.0%	2	4.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Never/ rarely go there	9	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	6.0%	1	2.0%	0	.0%
	Park and ride	8	.9%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%
	Shops are under cover	7	.8%	2	2.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%
	Debenhams	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	I just like Preston as a town/ nice town	5	.6%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%
	Somewhere different to go	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	3	6.0%
	Deepdale Retail Park	4	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	It's OK/ not a bad town	4	.4%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	No particular reason	4	.4%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Not too busy	4	.4%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
	Train station	4	.4%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%
	Better shops than Lancaster	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clean and tidy	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Easy to get to	2	.2%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fishergate Shopping Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Good library	2	.2%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Has two big shopping centres	2	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	It has specific shops I like	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Layout of the shops	2	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Like the Docks area and the park	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	More choice than Blackpool	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shops close to train station	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The bus station	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Art Gallery	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Avenham Park is nice	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bigger	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Church	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Disabled parking	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Go to watch P.N.E AFC	1	.1%	0	.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%
	Improved a lot, more trendy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Large department stores	1	.1%	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	.0%
	Like the main street and the transport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Like the Marks & Spencer store there	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Like the shops near preston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liveley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%

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Q14. What do you like about Preston as a city centre?

		Zone	
		14	
		Num	%
	Convenient	0	.0%
	Can get everything you want there	0	.0%
	Muesum	0	.0%
	Never/ rarely go there	2	4.0%
	Park and ride	1	2.0%
	Shops are under cover	0	.0%
	Debenhams	1	2.0%
	I just like Preston as a town/ nice town	0	.0%
	Somewhere different to go	0	.0%
	Deepdale Retail Park	0	.0%
	It's OK/ not a bad town	0	.0%
	No particular reason	0	.0%
	Not too busy	0	.0%
	Train station	1	2.0%
	Better shops than Lancaster	0	.0%
	Clean and tidy	0	.0%
	Easy to get to	0	.0%
	Fishergate Shopping Centre	0	.0%
	Good library	0	.0%
Other	Has two big shopping centres	0	.0%
	It has specific shops I like	0	.0%
	Layout of the shops	0	.0%
	Like the Docks area and the park	1	2.0%
	More choice than Blackpool	0	.0%
	Shops close to train station	0	.0%
	The bus station	0	.0%
	Art Gallery	0	.0%
	Avenham Park is nice	0	.0%
	Bigger	0	.0%
	Church	0	.0%
	Debenhams	0	.0%
	Disabled parking	0	.0%
	Go to watch P.N.E AFC	0	.0%
	Improved a lot, more trendy	0	.0%
	Large department stores	0	.0%
	Like the main street and the transport	1	2.0%
	Like the Marks & Spencer store there	0	.0%
	Like the shops near preston	1	2.0%
	Liveley	0	.0%

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Q14. What do you like about Preston as a city centre?

		Base: All respondents		Zone																							
				1		2		3		4		5		6		7		8		9		10		11		12	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Nice shopping centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shops are stocked well	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The best centre in lancashire	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The family go for the football - support PNEFC	1	.1%	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%
	The Next	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The shops and the parks	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Theatre Complex, Preston Guildhall	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Traditional town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%

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Q14. What do you like about Preston as a city centre?

		Zone	
		14	
		Num	%
Other	Nice shopping centre	0	.0%
	Shops are stocked well	0	.0%
	The best centre in lancashire	0	.0%
	The family go for the football - support PNEFC	0	.0%
	The Next	0	.0%
	The shops and the parks	0	.0%
	Theatre Complex, Preston Guildhall	0	.0%
	Traditional town centre	0	.0%

Q15. What do you dislike about Preston as a city centre?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%

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Q15. What do you dislike about Preston as a city centre?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		50	100.0%	50	100.0%	50	100.0%	50	100.0%

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Q15. What do you dislike about Preston as a city centre?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Beggars / homeless	6	.7%	2	2.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Buildings /architecture	4	.4%	0	.0%	1	1.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buskers	3	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Difficult to park	65	7.2%	5	5.0%	7	7.0%	6	6.0%	10	10.0%	0	.0%	6	12.0%	3	6.0%	6	12.0%	2	4.0%	9	18.0%
Drugs	3	.3%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Expensive to park	52	5.8%	4	4.0%	9	9.0%	7	7.0%	8	8.0%	0	.0%	2	4.0%	1	2.0%	4	8.0%	4	8.0%	0	.0%
Groups of youths	11	1.2%	2	2.0%	2	2.0%	1	1.0%	4	4.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	0	.0%
Market	15	1.7%	5	5.0%	2	2.0%	3	3.0%	1	1.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Not enough covered shopping areas	4	.4%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Not enough large stores	12	1.3%	4	4.0%	3	3.0%	2	2.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
People are unfriendly	5	.6%	2	2.0%	0	.0%	0	.0%	2	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pigeons	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor choice / range of shops	69	7.7%	16	16.0%	10	10.0%	20	20.0%	12	12.0%	1	2.0%	1	2.0%	0	.0%	3	6.0%	1	2.0%	1	2.0%
Poor disabled persons facilities / push chair access	2	.2%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Poor public transport	13	1.4%	2	2.0%	0	.0%	2	2.0%	1	1.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	2	4.0%
Poor train services	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rude / unhelpful shop staff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shopping centre not big enough	8	.9%	1	1.0%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	2	4.0%
Shops close too early	3	.3%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Street traders	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poorly maintained	50	5.6%	10	10.0%	8	8.0%	13	13.0%	12	12.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%
Too crowded / busy	27	3.0%	1	1.0%	3	3.0%	2	2.0%	7	7.0%	0	.0%	4	8.0%	0	.0%	2	4.0%	1	2.0%	1	2.0%
Too many pubs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Traffic congestion	36	4.0%	2	2.0%	5	5.0%	6	6.0%	4	4.0%	1	2.0%	1	2.0%	0	.0%	3	6.0%	3	6.0%	2	4.0%
Traffic in pedestrianised area	11	1.2%	2	2.0%	3	3.0%	0	.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Traffic / noise pollution	11	1.2%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	2	4.0%	2	4.0%
Unattractive environment	53	5.9%	17	17.0%	6	6.0%	9	9.0%	9	9.0%	2	4.0%	3	6.0%	0	.0%	2	4.0%	0	.0%	2	4.0%
Unexciting	9	1.0%	4	4.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Nothing in particular	421	46.8%	26	26.0%	40	40.0%	31	31.0%	22	22.0%	34	68.0%	27	54.0%	38	76.0%	26	52.0%	25	50.0%	29	58.0%

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Q15. What do you dislike about Preston as a city centre?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Beggars / homeless	0	.0%	0	.0%	0	.0%	0	.0%
Buildings /architecture	0	.0%	0	.0%	0	.0%	0	.0%
Buskers	0	.0%	0	.0%	0	.0%	1	2.0%
Difficult to park	4	8.0%	4	8.0%	2	4.0%	1	2.0%
Drugs	0	.0%	0	.0%	1	2.0%	0	.0%
Expensive to park	2	4.0%	8	16.0%	2	4.0%	1	2.0%
Groups of youths	0	.0%	0	.0%	0	.0%	0	.0%
Market	0	.0%	0	.0%	1	2.0%	2	4.0%
Not enough covered shopping areas	0	.0%	0	.0%	1	2.0%	0	.0%
Not enough large stores	0	.0%	0	.0%	0	.0%	0	.0%
People are unfriendly	0	.0%	0	.0%	0	.0%	0	.0%
Pigeons	0	.0%	0	.0%	0	.0%	0	.0%
Poor choice / range of shops	1	2.0%	3	6.0%	0	.0%	0	.0%
Poor disabled persons facilities / push chair access	0	.0%	0	.0%	0	.0%	0	.0%
Poor public transport	1	2.0%	1	2.0%	1	2.0%	0	.0%
Poor train services	1	2.0%	0	.0%	0	.0%	0	.0%
Rude / unhelpful shop staff	0	.0%	0	.0%	0	.0%	0	.0%
Shopping centre not big enough	0	.0%	0	.0%	0	.0%	0	.0%
Shops close too early	0	.0%	0	.0%	0	.0%	0	.0%
Street traders	0	.0%	0	.0%	0	.0%	0	.0%
Poorly maintained	2	4.0%	0	.0%	1	2.0%	0	.0%
Too crowded / busy	0	.0%	2	4.0%	3	6.0%	1	2.0%
Too many pubs	0	.0%	0	.0%	0	.0%	0	.0%
Traffic congestion	4	8.0%	1	2.0%	3	6.0%	1	2.0%
Traffic in pedestrianised area	0	.0%	2	4.0%	0	.0%	1	2.0%
Traffic / noise pollution	1	2.0%	1	2.0%	0	.0%	1	2.0%
Unattractive environment	1	2.0%	2	4.0%	0	.0%	0	.0%
Unexciting	1	2.0%	0	.0%	0	.0%	0	.0%
Nothing in particular	34	68.0%	25	50.0%	30	60.0%	34	68.0%

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Q15. What do you dislike about Preston as a city centre?

	Base: All respondents		Zone																			
			1		2		3		4		5		6		7		8		9		10	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Empty shops - shops closing down/ boarded up	78	8.7%	21	21.0%	13	13.0%	18	18.0%	15	15.0%	1	2.0%	3	6.0%	0	.0%	1	2.0%	2	4.0%	0	.0%
Spread out/ could be more compact	31	3.4%	5	5.0%	2	2.0%	2	2.0%	4	4.0%	1	2.0%	1	2.0%	0	.0%	2	4.0%	2	4.0%	0	.0%
Scruffy/ rundown - in need of renovation	20	2.2%	4	4.0%	4	4.0%	2	2.0%	4	4.0%	2	4.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Dirty/ litter - streets could be cleaner	14	1.6%	7	7.0%	2	2.0%	2	2.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rarely/ never go to Preston	10	1.1%	1	1.0%	1	1.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
Too far away	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	2	4.0%	0	.0%	1	2.0%	1	2.0%
Too many charity shops/ cheap shops	8	.9%	3	3.0%	2	2.0%	2	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
The one-way system	8	.9%	0	.0%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	3	6.0%	0	.0%	0	.0%	0	.0%
Difficult to get in and out of	6	.7%	0	.0%	1	1.0%	2	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Could be more pedestrianised areas/ pedestrianisation	6	.7%	2	2.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor planning/ layout	5	.6%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	2.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor quality shops	5	.6%	0	.0%	1	1.0%	1	1.0%	2	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bus station isn't too nice	3	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Don't like the atmosphere	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	0	.0%	0	.0%
Don't like it at all as a town	3	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Lack of good places to eat/ drink	3	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Nightlife	3	.3%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quality of the market	3	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too many traffic lights	3	.3%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
All the drunk people at weekends	2	.2%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
City centre doesn't feel centralised	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
A lot of shops don't have stock/ have to order products online	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cold place	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Dangerous at night	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Different nationalities	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Distance from the bus station	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Doesn't flow very well	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Don't like the bus station	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Everything	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Expensive taxis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Expensive public transport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hard to get around	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
I prefer to support Longridge business as I know many people who own shops there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
It's always cold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%
Its not the same as it used to be	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of good architecture - too modern	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Liked it before the mall was built	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%

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Q15. What do you dislike about Preston as a city centre?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Empty shops - shops closing down/ boarded up	2	4.0%	1	2.0%	0	.0%	1	2.0%
Spread out/ could be more compact	0	.0%	5	10.0%	5	10.0%	2	4.0%
Scruffy/ rundown - in need of renovation	0	.0%	0	.0%	2	4.0%	0	.0%
Dirty/ litter - streets could be cleaner	0	.0%	1	2.0%	0	.0%	0	.0%
Rarely/ never go to Preston	2	4.0%	1	2.0%	0	.0%	1	2.0%
Too far away	0	.0%	0	.0%	0	.0%	3	6.0%
Too many charity shops/ cheap shops	0	.0%	0	.0%	0	.0%	0	.0%
The one-way system	0	.0%	1	2.0%	0	.0%	1	2.0%
Difficult to get in and out of	0	.0%	0	.0%	0	.0%	1	2.0%
Could be more pedestrianised areas/ pedestrianisation	0	.0%	0	.0%	0	.0%	1	2.0%
Poor planning/ layout	0	.0%	0	.0%	0	.0%	0	.0%
Poor quality shops	0	.0%	0	.0%	0	.0%	0	.0%
Bus station isn't too nice	0	.0%	0	.0%	1	2.0%	0	.0%
Don't like the atmosphere	0	.0%	0	.0%	0	.0%	0	.0%
Don't like it at all as a town	0	.0%	1	2.0%	0	.0%	0	.0%
Lack of good places to eat/ drink	0	.0%	0	.0%	0	.0%	0	.0%
Nightlife	0	.0%	0	.0%	0	.0%	0	.0%
Quality of the market	0	.0%	0	.0%	0	.0%	0	.0%
Too many traffic lights	0	.0%	0	.0%	0	.0%	0	.0%
All the drunk people at weekends	0	.0%	0	.0%	0	.0%	0	.0%
City centre doesn't feel centralised	1	2.0%	0	.0%	0	.0%	0	.0%
A lot of shops don't have stock/ have to order products online	0	.0%	0	.0%	0	.0%	0	.0%
Cold place	0	.0%	0	.0%	0	.0%	0	.0%
Dangerous at night	0	.0%	0	.0%	0	.0%	0	.0%
Different nationalities	1	2.0%	0	.0%	0	.0%	0	.0%
Distance from the bus station	0	.0%	0	.0%	0	.0%	0	.0%
Doesn't flow very well	0	.0%	0	.0%	0	.0%	0	.0%
Don't like the bus station	0	.0%	0	.0%	0	.0%	0	.0%
Everything	0	.0%	0	.0%	0	.0%	0	.0%
Expensive taxis	0	.0%	0	.0%	0	.0%	1	2.0%
Expensive public transport	0	.0%	1	2.0%	0	.0%	0	.0%
Hard to get around	0	.0%	0	.0%	0	.0%	0	.0%
I prefer to support Longridge business as I know many people who own shops there	0	.0%	0	.0%	0	.0%	0	.0%
It's always cold	0	.0%	0	.0%	0	.0%	0	.0%
Its not the same as it used to be	0	.0%	0	.0%	0	.0%	0	.0%
Lack of good architecture - too modern	0	.0%	0	.0%	0	.0%	0	.0%
Liked it before the mall was built	0	.0%	0	.0%	0	.0%	0	.0%

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Q15. What do you dislike about Preston as a city centre?

		Base: All respondents		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Long way to walk if you come in on the bus for OAP	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Need a John Lewis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
	Needs more entertainment	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Needs more individual shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Needs more leisure facilities	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No individuality	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No shoe shops	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No supermarket in the town centre	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not a city	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not advertised enough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not a lot of shoe shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough entertainment for non-drinkers	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not nice to be there at night time	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shops are changing since been last	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Speed cameras on the way	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The bus station is draughty	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	The only thing that's worth going for is the market	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The skyline	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The violence	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
	Too many similar kinds of shops	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too many students	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q15. What do you dislike about Preston as a city centre?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Long way to walk if you come in on the bus for OAP	0	.0%	0	.0%	0	.0%	0	.0%
Need a John Lewis	0	.0%	0	.0%	0	.0%	0	.0%
Needs more entertainment	0	.0%	0	.0%	0	.0%	0	.0%
Needs more individual shops	0	.0%	0	.0%	0	.0%	0	.0%
Needs more leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
No individuality	0	.0%	0	.0%	0	.0%	0	.0%
No shoe shops	0	.0%	0	.0%	0	.0%	0	.0%
No supermarket in the town centre	0	.0%	0	.0%	0	.0%	0	.0%
Not a city	0	.0%	0	.0%	0	.0%	0	.0%
Not advertised enough	1	2.0%	0	.0%	0	.0%	0	.0%
Not a lot of shoe shops	0	.0%	0	.0%	1	2.0%	0	.0%
Not enough entertainment for non-drinkers	0	.0%	0	.0%	0	.0%	0	.0%
Not nice to be there at night time	0	.0%	0	.0%	0	.0%	0	.0%
Shops are changing since been last	0	.0%	0	.0%	0	.0%	0	.0%
Speed cameras on the way	0	.0%	0	.0%	0	.0%	0	.0%
The bus station is draughty	0	.0%	0	.0%	0	.0%	0	.0%
The only thing that's worth going for is the market	0	.0%	0	.0%	0	.0%	0	.0%
The skyline	0	.0%	1	2.0%	0	.0%	0	.0%
The violence	0	.0%	0	.0%	0	.0%	0	.0%
Too many similar kinds of shops	0	.0%	0	.0%	0	.0%	0	.0%
Too many students	0	.0%	0	.0%	0	.0%	0	.0%

Q16a. Do you travel to Preston City Centre by car?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Yes	558	62.0%	66	66.0%	65	65.0%	62	62.0%	67	67.0%	24	48.0%	30	60.0%	30	60.0%	38	76.0%	34	68.0%	31	62.0%	22	44.0%	34	68.0%	31	62.0%	24	48.0%
No	342	38.0%	34	34.0%	35	35.0%	38	38.0%	33	33.0%	26	52.0%	20	40.0%	20	40.0%	12	24.0%	16	32.0%	19	38.0%	28	56.0%	16	32.0%	19	38.0%	26	52.0%

Q16b. Where would you normally park?

	Base: Those travelling by car		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	558	100.0%	66	100.0%	65	100.0%	62	100.0%	67	100.0%	24	100.0%	30	100.0%	30	100.0%	38	100.0%	34	100.0%	31	100.0%	22	100.0%	34	100.0%	31	100.0%

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Q16b. Where would you normally park?

	Zone	
	14	
	Num	%
Base: Those travelling by car	24	100.0%

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Q16b. Where would you normally park?

	Base: Those travelling by car		Zone																									
			1		2		3		4		5		6		7		8		9		10		11		12		13	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Fishergate Centre	155	27.8%	11	16.7%	14	21.5%	12	19.4%	20	29.9%	11	45.8%	11	36.7%	16	53.3%	13	34.2%	12	35.3%	10	32.3%	8	36.4%	9	26.5%	4	12.9%
St Georges Centre	52	9.3%	15	22.7%	8	12.3%	4	6.5%	9	13.4%	2	8.3%	2	6.7%	2	6.7%	4	10.5%	1	2.9%	0	.0%	1	4.5%	3	8.8%	1	3.2%
Market Car Park	36	6.5%	9	13.6%	10	15.4%	3	4.8%	3	4.5%	2	8.3%	1	3.3%	1	3.3%	2	5.3%	0	.0%	1	3.2%	0	.0%	1	2.9%	1	3.2%
Bus Station	35	6.3%	5	7.6%	4	6.2%	6	9.7%	3	4.5%	3	12.5%	1	3.3%	0	.0%	0	.0%	2	5.9%	4	12.9%	2	9.1%	0	.0%	3	9.7%
Avenham Multi-Storey	26	4.7%	0	.0%	2	3.1%	6	9.7%	3	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	4	.0%	1	4.5%	4	11.8%	5	16.1%
Avenham Street	19	3.4%	0	.0%	5	7.7%	2	3.2%	2	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.8%	0	.0%	1	4.5%	3	8.8%	2	6.5%
Market Street West	8	1.4%	0	.0%	2	3.1%	0	.0%	1	1.5%	0	.0%	1	3.3%	0	.0%	2	5.3%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
Hill Street	6	1.1%	2	3.0%	0	.0%	2	3.2%	1	1.5%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walker Street	5	.9%	2	3.0%	1	1.5%	1	1.6%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NCP Church Street	4	.7%	0	.0%	1	1.5%	1	1.6%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
Fox Street	4	.7%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	2	6.7%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Mary's	3	.5%	1	1.5%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Wilfred Street	2	.4%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
NCP Trinity Square	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lord's Walk	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q16b. Where would you normally park?

	Zone	
	14	
	Num	%
Fishergate Centre	4	16.7%
St Georges Centre	0	.0%
Market Car Park	2	8.3%
Bus Station	2	8.3%
Avenham Multi-Storey	4	16.7%
Avenham Street	1	4.2%
Market Street West	1	4.2%
Hill Street	0	.0%
Walker Street	0	.0%
NCP Church Street	0	.0%
Fox Street	0	.0%
St Mary's	0	.0%
St Wilfred Street	0	.0%
NCP Trinity Square	0	.0%
Lord's Walk	0	.0%

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Q16b. Where would you normally park?

		Base: Those travelling by car		Zone																									
				1		2		3		4		5		6		7		8		9		10		11		12		13	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Varies	56	10.0%	0	.0%	8	12.3%	7	11.3%	2	3.0%	5	20.8%	3	10.0%	3	10.0%	2	5.3%	3	8.8%	5	16.1%	5	22.7%	4	11.8%	4	12.9%	
Park and Ride	38	6.8%	3	4.5%	0	.0%	7	11.3%	6	9.0%	0	.0%	4	13.3%	1	3.3%	7	18.4%	1	2.9%	1	3.2%	1	4.5%	3	8.8%	3	9.7%	
Train station car park	15	2.7%	1	1.5%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	2	5.3%	2	5.9%	3	9.7%	3	13.6%	1	2.9%	1	3.2%	
Debenhams, Preston	10	1.8%	0	.0%	0	.0%	0	.0%	5	7.5%	0	.0%	1	3.3%	0	.0%	1	2.6%	1	2.9%	1	3.2%	0	.0%	1	2.9%	0	.0%	
Street parking	10	1.8%	1	1.5%	1	1.5%	1	1.6%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	2	5.9%	0	.0%	0	.0%	1	2.9%	1	3.2%	
Disabled car park	8	1.4%	3	4.5%	2	3.1%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Winckley Square	6	1.1%	2	3.0%	0	.0%	1	1.6%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	1	2.9%	0	.0%	
Aldi, Ring Way, Preston	4	.7%	2	3.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	
Near the railway station	4	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	1	2.9%	1	3.2%	0	.0%	0	.0%	1	3.2%	
Work car park, Preston	4	.7%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%	1	3.3%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Capitol, Dunnington	3	.5%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Christian Road, near the Railway Station	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	1	3.2%	0	.0%	0	.0%	1	3.2%	
Deepdale	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.7%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Friends'/ relative's house	3	.5%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	
Guild Hall	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	
Shepherd Street	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Anywhere there is free parking	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Asda car park	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Avenham Square in the past, anywhere that's free	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	
Other																													
Back of Walker Street car park	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Behind shopping centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Boltons Court, Preston	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Broadgate, Preston	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Bus station car park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Cannon Street	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Church in the city center	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
City centre car park	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Corporation Street	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Escapade	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Focus and B&Q Car park	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%	1	3.2%	
Glovers Court	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Hospital car park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
University car park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Just passing through, no parking	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%	1	3.2%	
Ladywell Street	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Lancaster Road, Preston Guildhall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Loom Street	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Magistrates' car park - only in the afternoon	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q16b. Where would you normally park?

	Zone	
	14	
	Num	%
Varies	5	20.8%
Park and Ride	1	4.2%
Train station car park	0	.0%
Debenhams, Preston	0	.0%
Street parking	2	8.3%
Disabled car park	0	.0%
Winckley Square	0	.0%
Aldi, Ring Way, Preston	0	.0%
Near the railway station	0	.0%
Work car park, Preston	0	.0%
Capitol, Dunnington	0	.0%
Christian Road, near the Railway Station	0	.0%
Deepdale	0	.0%
Friend's/ relative's house	0	.0%
Guild Hall	0	.0%
Shepherd Street	0	.0%
Anywhere there is free parking	0	.0%
Asda car park	0	.0%
Avenham Square in the past, anywhere that's free	0	.0%
Other		
Back of Walker Street car park	0	.0%
Behind shopping centre	1	4.2%
Boltons Court, Preston	0	.0%
Broadgate, Preston	0	.0%
Bus station car park	0	.0%
Cannon Street	0	.0%
Church in the city center	0	.0%
City centre car park	0	.0%
Corporation Street	0	.0%
Escapade	0	.0%
Focus and B&Q Car park	0	.0%
Glovers Court	0	.0%
Hospital car park	0	.0%
University car park	1	4.2%
Just passing through, no parking	0	.0%
Ladywell Street	0	.0%
Lancaster Road, Preston Guildhall	0	.0%
Loom Street	0	.0%
Magistrates' car park - only in the afternoon	0	.0%

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Q16b. Where would you normally park?

		Base: Those travelling by car		Zone																							
				1		2		3		4		5		6		7		8		9		10		11		12	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Muti-storey car park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Meadow Street Labour Club, North Road	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parks near the Market	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Preston Magistrates Court Car Park	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shopping Mall park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%
	St Wilfred Street	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	UCLAN Car Park	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Upper market	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q16b. Where would you normally park?

		Zone	
		14	
		Num	%
Other	Muti-storey car park	0	.0%
	New Meadow Street Labour Club, North Road	0	.0%
	Parks near the Market	0	.0%
	Preston Magistrates Court Car Park	0	.0%
	Shopping Mall park	0	.0%
	St Wilfred Street	0	.0%
	UCLAN Car Park	0	.0%
	Upper market	0	.0%

Q16c. And why do you choose to park in Q16b?

		Base: Those travelling by car		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car		558	100.0%	66	100.0%	65	100.0%	62	100.0%	67	100.0%	24	100.0%	30	100.0%	30	100.0%	38	100.0%	34	100.0%	31	100.0%
Safety		7	1.3%	0	.0%	1	1.5%	1	1.6%	1	1.5%	0	.0%	1	3.3%	2	6.7%	0	.0%	0	.0%	0	.0%
Convenience		390	69.9%	46	69.7%	44	67.7%	37	59.7%	51	76.1%	18	75.0%	24	80.0%	19	63.3%	30	78.9%	27	79.4%	23	74.2%
Price		69	12.4%	9	13.6%	11	16.9%	14	22.6%	9	13.4%	0	.0%	4	13.3%	2	6.7%	3	7.9%	4	11.8%	3	9.7%
Security		6	1.1%	1	1.5%	0	.0%	2	3.2%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	1	3.2%

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Q16c. And why do you choose to park in Q16b?

		Zone							
		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car		22	100.0%	34	100.0%	31	100.0%	24	100.0%
Safety		0	.0%	0	.0%	1	3.2%	0	.0%
Convenience		13	59.1%	22	64.7%	20	64.5%	16	66.7%
Price		2	9.1%	1	2.9%	6	19.4%	1	4.2%
Security		0	.0%	1	2.9%	0	.0%	0	.0%

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Q16c. And why do you choose to park in Q16b?

		Base: Those travelling by car		Zone																			
				1		2		3		4		5		6		7		8		9		10	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Always room/ large car park	16	2.9%	3	4.5%	4	6.2%	2	3.2%	1	1.5%	0	.0%	0	.0%	1	3.3%	2	5.3%	1	2.9%	0	.0%
	Don't know	16	2.9%	0	.0%	0	.0%	2	3.2%	0	.0%	2	8.3%	0	.0%	0	.0%	0	.0%	0	.0%	4	12.9%
	Free	15	2.7%	3	4.5%	1	1.5%	4	6.5%	3	4.5%	0	.0%	0	.0%	2	6.7%	0	.0%	1	2.9%	0	.0%
	Easily accessible/ easy to get in and out of	14	2.5%	2	3.0%	0	.0%	0	.0%	6	9.0%	0	.0%	3	10.0%	0	.0%	1	2.6%	2	5.9%	0	.0%
	Familiarity	14	2.5%	1	1.5%	0	.0%	2	3.2%	1	1.5%	0	.0%	1	3.3%	1	3.3%	0	.0%	1	2.9%	1	3.2%
	Dislike multi-storey car parks	13	2.3%	2	3.0%	4	6.2%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%	2	5.3%	1	2.9%	0	.0%
	Disabled	12	2.2%	4	6.1%	1	1.5%	0	.0%	1	1.5%	0	.0%	0	.0%	1	3.3%	2	5.3%	1	2.9%	0	.0%
	Close to destination	10	1.8%	0	.0%	1	1.5%	2	3.2%	0	.0%	0	.0%	1	3.3%	2	6.7%	0	.0%	1	2.9%	0	.0%
	Can't remember	8	1.4%	0	.0%	1	1.5%	0	.0%	0	.0%	1	4.2%	0	.0%	1	3.3%	0	.0%	0	.0%	1	3.2%
	Central	7	1.3%	1	1.5%	0	.0%	3	4.8%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%
	All under cover	3	.5%	1	1.5%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Go anywhere convenient that has parking available	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
	There's not always car park spaces	3	.5%	0	.0%	2	3.1%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Can pay on your way out	2	.4%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Easy to park/ big spaces	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%
	On the outskirts	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
	Can hire a scooter	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Don't know Preston very well	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%
	For business	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Good elevators	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Husband works there	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	It's a short stay car park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	It's quiet	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Multi story there	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
	Daughter drives - don't know where we park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	No otherway	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No point staying	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Park and ride	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	There was a space	1	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q16c. And why do you choose to park in Q16b?

	Zone							
	11		12		13		14	
	Num	%	Num	%	Num	%	Num	%
Always room/ large car park	0	.0%	1	2.9%	1	3.2%	0	.0%
Don't know	1	4.5%	2	5.9%	2	6.5%	3	12.5%
Free	0	.0%	1	2.9%	0	.0%	0	.0%
Easily accessible/ easy to get in and out of	0	.0%	0	.0%	0	.0%	0	.0%
Familiarity	2	9.1%	1	2.9%	1	3.2%	2	8.3%
Dislike multi-storey car parks	0	.0%	2	5.9%	0	.0%	0	.0%
Disabled	1	4.5%	0	.0%	0	.0%	1	4.2%
Close to destination	0	.0%	2	5.9%	0	.0%	1	4.2%
Can't remember	2	9.1%	0	.0%	1	3.2%	1	4.2%
Central	1	4.5%	0	.0%	1	3.2%	0	.0%
All under cover	0	.0%	1	2.9%	0	.0%	0	.0%
Go anywhere convenient that has parking available	1	4.5%	0	.0%	0	.0%	0	.0%
There's not always car park spaces	0	.0%	0	.0%	0	.0%	0	.0%
Can pay on your way out	0	.0%	0	.0%	0	.0%	0	.0%
Other								
Easy to park/ big spaces	0	.0%	0	.0%	0	.0%	0	.0%
On the outskirts	0	.0%	1	2.9%	0	.0%	0	.0%
Can hire a scooter	0	.0%	0	.0%	0	.0%	0	.0%
Don't know Preston very well	0	.0%	0	.0%	0	.0%	0	.0%
For business	0	.0%	0	.0%	0	.0%	0	.0%
Good elevators	0	.0%	0	.0%	0	.0%	0	.0%
Husband works there	0	.0%	0	.0%	0	.0%	0	.0%
It's a short stay car park	1	4.5%	0	.0%	0	.0%	0	.0%
It's quiet	0	.0%	0	.0%	0	.0%	0	.0%
Multi story there	0	.0%	0	.0%	0	.0%	0	.0%
Daughter drives - don't know where we park	0	.0%	0	.0%	0	.0%	0	.0%
No otherway	0	.0%	1	2.9%	0	.0%	0	.0%
No point staying	0	.0%	0	.0%	0	.0%	0	.0%
Park and ride	0	.0%	0	.0%	0	.0%	0	.0%
There was a space	0	.0%	0	.0%	0	.0%	0	.0%

Q17. How often do you shop in the following locations - MANCHESTER?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Weekly	3	.3%	1	1.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fortnightly	12	1.3%	2	2.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	1	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%
Monthly	93	10.3%	6	6.0%	10	10.0%	10	10.0%	15	15.0%	3	6.0%	1	2.0%	4	8.0%	4	8.0%	7	14.0%	4	8.0%	6	12.0%	7	14.0%	8	16.0%	8	16.0%
Every 6 months	157	17.4%	22	22.0%	14	14.0%	19	19.0%	16	16.0%	8	16.0%	3	6.0%	10	20.0%	8	16.0%	7	14.0%	5	10.0%	7	14.0%	17	34.0%	12	24.0%	9	18.0%
Once a year	117	13.0%	14	14.0%	11	11.0%	11	11.0%	11	11.0%	6	12.0%	6	12.0%	7	14.0%	9	18.0%	10	20.0%	5	10.0%	8	16.0%	4	8.0%	6	12.0%	9	18.0%
Less often	93	10.3%	7	7.0%	14	14.0%	9	9.0%	9	9.0%	10	20.0%	7	14.0%	4	8.0%	6	12.0%	6	12.0%	4	8.0%	5	10.0%	4	8.0%	4	8.0%	4	8.0%
Never	425	47.2%	48	48.0%	49	49.0%	49	49.0%	48	48.0%	23	46.0%	31	62.0%	24	48.0%	22	44.0%	20	40.0%	32	64.0%	24	48.0%	17	34.0%	19	38.0%	19	38.0%

Q17. How often do you shop in the following locations - DEEPDALE SHOPPING PARK?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
More than once a week	9	1.0%	2	2.0%	6	6.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weekly	41	4.6%	9	9.0%	22	22.0%	3	3.0%	1	1.0%	0	.0%	2	4.0%	0	.0%	2	4.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fortnightly	56	6.2%	11	11.0%	19	19.0%	8	8.0%	7	7.0%	1	2.0%	1	2.0%	0	.0%	5	10.0%	3	6.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Monthly	178	19.8%	38	38.0%	25	25.0%	18	18.0%	27	27.0%	6	12.0%	11	22.0%	9	18.0%	9	18.0%	13	26.0%	2	4.0%	2	4.0%	7	14.0%	8	16.0%	3	6.0%
Every 6 months	164	18.2%	12	12.0%	7	7.0%	29	29.0%	23	23.0%	10	20.0%	14	28.0%	11	22.0%	9	18.0%	7	14.0%	8	16.0%	2	4.0%	12	24.0%	12	24.0%	8	16.0%
Once a year	96	10.7%	6	6.0%	3	3.0%	15	15.0%	14	14.0%	7	14.0%	8	16.0%	9	18.0%	8	16.0%	3	6.0%	4	8.0%	5	10.0%	5	10.0%	4	8.0%	5	10.0%
Less often	69	7.7%	5	5.0%	4	4.0%	9	9.0%	4	4.0%	6	12.0%	6	12.0%	4	8.0%	3	6.0%	5	10.0%	4	8.0%	3	6.0%	8	16.0%	4	8.0%	4	8.0%
Never	287	31.9%	17	17.0%	14	14.0%	17	17.0%	24	24.0%	20	40.0%	8	16.0%	17	34.0%	14	28.0%	17	34.0%	32	64.0%	38	76.0%	18	36.0%	21	42.0%	30	60.0%

Q17. How often do you shop in the following locations - CAPITOL CENTRE?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
More than once a week	9	1.0%	1	1.0%	3	3.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weekly	36	4.0%	3	3.0%	6	6.0%	17	17.0%	7	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%
Fortnightly	51	5.7%	2	2.0%	10	10.0%	15	15.0%	12	12.0%	0	.0%	0	.0%	2	4.0%	1	2.0%	0	.0%	1	2.0%	1	2.0%	5	10.0%	2	4.0%	0	.0%
Monthly	167	18.6%	23	23.0%	27	27.0%	39	39.0%	32	32.0%	4	8.0%	4	8.0%	1	2.0%	2	4.0%	9	18.0%	2	4.0%	3	6.0%	13	26.0%	5	10.0%	3	6.0%
Every 6 months	126	14.0%	29	29.0%	17	17.0%	12	12.0%	23	23.0%	3	6.0%	6	12.0%	3	6.0%	6	12.0%	7	14.0%	4	8.0%	3	6.0%	7	14.0%	5	10.0%	1	2.0%
Once a year	42	4.7%	5	5.0%	5	5.0%	3	3.0%	5	5.0%	1	2.0%	5	10.0%	4	8.0%	2	4.0%	2	4.0%	0	.0%	3	6.0%	3	6.0%	3	6.0%	1	2.0%
Less often	51	5.7%	8	8.0%	8	8.0%	3	3.0%	6	6.0%	1	2.0%	4	8.0%	1	2.0%	5	10.0%	3	6.0%	2	4.0%	6	12.0%	3	6.0%	1	2.0%	0	.0%
Never	418	46.4%	29	29.0%	24	24.0%	7	7.0%	15	15.0%	41	82.0%	31	62.0%	39	78.0%	34	68.0%	27	54.0%	41	82.0%	34	68.0%	19	38.0%	32	64.0%	45	90.0%

Q17. How often do you shop in the following locations - TRAFFORD CENTRE?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Weekly	5	.6%	1	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%
Fortnightly	9	1.0%	0	.0%	2	2.0%	2	2.0%	1	1.0%	0	.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%
Monthly	67	7.4%	6	6.0%	11	11.0%	5	5.0%	10	10.0%	5	10.0%	2	4.0%	0	.0%	4	8.0%	2	4.0%	2	4.0%	5	10.0%	5	10.0%	7	14.0%	3	6.0%
Every 6 months	151	16.8%	20	20.0%	12	12.0%	18	18.0%	19	19.0%	5	10.0%	4	8.0%	12	24.0%	5	10.0%	7	14.0%	7	14.0%	8	16.0%	13	26.0%	12	24.0%	9	18.0%
Once a year	143	15.9%	15	15.0%	14	14.0%	23	23.0%	11	11.0%	6	12.0%	9	18.0%	10	20.0%	9	18.0%	8	16.0%	9	18.0%	13	26.0%	5	10.0%	7	14.0%	4	8.0%
Less often	124	13.8%	10	10.0%	12	12.0%	10	10.0%	10	10.0%	13	26.0%	6	12.0%	9	18.0%	7	14.0%	8	16.0%	7	14.0%	8	16.0%	7	14.0%	7	14.0%	10	20.0%
Never	401	44.6%	48	48.0%	48	48.0%	42	42.0%	48	48.0%	21	42.0%	28	56.0%	19	38.0%	24	48.0%	25	50.0%	25	50.0%	15	30.0%	18	36.0%	17	34.0%	23	46.0%

Q18. SEG of chief wage earner

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
A/B	173	19.2%	18	18.0%	18	18.0%	15	15.0%	18	18.0%	6	12.0%	11	22.0%	6	12.0%	17	34.0%	10	20.0%	13	26.0%	14	28.0%	9	18.0%	9	18.0%	9	18.0%
C1	321	35.7%	39	39.0%	23	23.0%	38	38.0%	32	32.0%	25	50.0%	11	22.0%	22	44.0%	22	44.0%	19	38.0%	17	34.0%	15	30.0%	21	42.0%	19	38.0%	18	36.0%
C2	213	23.7%	20	20.0%	25	25.0%	27	27.0%	28	28.0%	10	20.0%	21	42.0%	10	20.0%	4	8.0%	13	26.0%	10	20.0%	11	22.0%	12	24.0%	8	16.0%	14	28.0%
D/E	113	12.6%	10	10.0%	21	21.0%	13	13.0%	13	13.0%	5	10.0%	6	12.0%	8	16.0%	3	6.0%	4	8.0%	3	6.0%	8	16.0%	5	10.0%	9	18.0%	5	10.0%
Refused	80	8.9%	13	13.0%	13	13.0%	7	7.0%	9	9.0%	4	8.0%	1	2.0%	4	8.0%	4	8.0%	4	8.0%	7	14.0%	2	4.0%	3	6.0%	5	10.0%	4	8.0%

Q19. Age group of respondent

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
18-24	19	2.1%	1	1.0%	5	5.0%	1	1.0%	2	2.0%	1	2.0%	0	.0%	1	2.0%	0	.0%	2	4.0%	0	.0%	2	4.0%	2	4.0%	2	4.0%	0	.0%
25-34	49	5.4%	8	8.0%	12	12.0%	3	3.0%	7	7.0%	3	6.0%	0	.0%	1	2.0%	2	4.0%	2	4.0%	1	2.0%	0	.0%	4	8.0%	1	2.0%	5	10.0%
35-44	106	11.8%	10	10.0%	10	10.0%	10	10.0%	6	6.0%	10	20.0%	5	10.0%	6	12.0%	7	14.0%	7	14.0%	8	16.0%	5	10.0%	10	20.0%	8	16.0%	4	8.0%
45-54	176	19.6%	19	19.0%	12	12.0%	22	22.0%	16	16.0%	11	22.0%	10	20.0%	12	24.0%	16	32.0%	7	14.0%	6	12.0%	12	24.0%	9	18.0%	12	24.0%	12	24.0%
55-64	211	23.4%	22	22.0%	19	19.0%	27	27.0%	29	29.0%	4	8.0%	12	24.0%	12	24.0%	12	24.0%	14	28.0%	12	24.0%	12	24.0%	13	26.0%	10	20.0%	13	26.0%
65+	288	32.0%	34	34.0%	34	34.0%	31	31.0%	35	35.0%	18	36.0%	23	46.0%	14	28.0%	11	22.0%	14	28.0%	18	36.0%	18	36.0%	10	20.0%	14	28.0%	14	28.0%
Refused	51	5.7%	6	6.0%	8	8.0%	6	6.0%	5	5.0%	3	6.0%	0	.0%	4	8.0%	2	4.0%	4	8.0%	5	10.0%	1	2.0%	2	4.0%	3	6.0%	2	4.0%

Q20. Number of cars in the household available for shopping trips

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
None	100	11.1%	17	17.0%	13	13.0%	10	10.0%	9	9.0%	6	12.0%	5	10.0%	9	18.0%	2	4.0%	3	6.0%	4	8.0%	3	6.0%	3	6.0%	7	14.0%	9	18.0%
One	372	41.3%	32	32.0%	50	50.0%	47	47.0%	35	35.0%	20	40.0%	26	52.0%	19	38.0%	22	44.0%	18	36.0%	16	32.0%	21	42.0%	16	32.0%	26	52.0%	24	48.0%
Two	288	32.0%	33	33.0%	23	23.0%	28	28.0%	32	32.0%	17	34.0%	12	24.0%	14	28.0%	20	40.0%	22	44.0%	21	42.0%	19	38.0%	23	46.0%	11	22.0%	13	26.0%
Three	69	7.7%	9	9.0%	3	3.0%	8	8.0%	15	15.0%	4	8.0%	4	8.0%	3	6.0%	4	8.0%	2	4.0%	2	4.0%	5	10.0%	4	8.0%	4	8.0%	2	4.0%
Four	17	1.9%	3	3.0%	1	1.0%	1	1.0%	4	4.0%	0	.0%	1	2.0%	2	4.0%	0	.0%	1	2.0%	1	2.0%	1	2.0%	2	4.0%	0	.0%	0	.0%
Five	4	.4%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Six or more	2	.2%	1	1.0%	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	.0%
Refused	48	5.3%	5	5.0%	9	9.0%	6	6.0%	5	5.0%	3	6.0%	0	.0%	3	6.0%	2	4.0%	3	6.0%	6	12.0%	1	2.0%	2	4.0%	2	4.0%	1	2.0%

Q21. Gender of respondent

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Male	280	31.1%	27	27.0%	27	27.0%	27	27.0%	34	34.0%	15	30.0%	15	30.0%	16	32.0%	17	34.0%	21	42.0%	11	22.0%	21	42.0%	18	36.0%	16	32.0%	15	30.0%
Female	620	68.9%	73	73.0%	73	73.0%	73	73.0%	66	66.0%	35	70.0%	35	70.0%	34	68.0%	33	66.0%	29	58.0%	39	78.0%	29	58.0%	32	64.0%	34	68.0%	35	70.0%

Q22. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																											
			1		2		3		4		5		6		7		8		9		10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	900	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%	50	100.0%
Yes	571	63.4%	64	64.0%	58	58.0%	62	62.0%	66	66.0%	29	58.0%	36	72.0%	37	74.0%	34	68.0%	28	56.0%	30	60.0%	31	62.0%	35	70.0%	33	66.0%	28	56.0%
No	329	36.6%	36	36.0%	42	42.0%	38	38.0%	34	34.0%	21	42.0%	14	28.0%	13	26.0%	16	32.0%	22	44.0%	20	40.0%	19	38.0%	15	30.0%	17	34.0%	22	44.0%

Day of interview

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Thursday	100	33.3%	49	49.0%	26	26.0%	25	25.0%
Friday	100	33.3%	26	26.0%	49	49.0%	25	25.0%
Saturday	100	33.3%	25	25.0%	25	25.0%	50	50.0%

Time of interview

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
10am - 11am	38	12.7%	16	16.0%	8	8.0%	14	14.0%
11am - 12pm	47	15.7%	16	16.0%	16	16.0%	15	15.0%
12pm - 1pm	55	18.3%	20	20.0%	18	18.0%	17	17.0%
1pm - 2pm	50	16.7%	17	17.0%	16	16.0%	17	17.0%
2pm - 3pm	51	17.0%	18	18.0%	16	16.0%	17	17.0%
3pm - 4pm	59	19.7%	13	13.0%	26	26.0%	20	20.0%

Location of interview

	Base: All respondents	
	Num	%
Base: All respondents	300	100.0%
Outside Marks & Spencer	100	33.3%
Outside Debenhams	100	33.3%
Starch House Square	100	33.3%

Q1. What is the size of your visitor party?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
1	186	62.0%	80	80.0%	57	57.0%	49	49.0%
2	85	28.3%	17	17.0%	30	30.0%	38	38.0%
3	25	8.3%	2	2.0%	12	12.0%	11	11.0%
4	2	.7%	0	.0%	0	.0%	2	2.0%
5	2	.7%	1	1.0%	1	1.0%	0	.0%

Q2. Have you come here from work, home or somewhere else?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Work	243	81.0%	84	84.0%	71	71.0%	88	88.0%
Home	32	10.7%	9	9.0%	12	12.0%	11	11.0%

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Q2. Have you come here from work, home or somewhere else?

		Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
		Num	%	Num	%	Num	%	Num	%
Other	College	15	5.0%	2	2.0%	13	13.0%	0	.0%
	Friends house	5	1.7%	2	2.0%	3	3.0%	0	.0%
	On holiday	2	.7%	1	1.0%	1	1.0%	0	.0%
	Southport	1	.3%	1	1.0%	0	.0%	0	.0%
	University	1	.3%	1	1.0%	0	.0%	0	.0%
	Morrisons	1	.3%	0	.0%	0	.0%	1	1.0%

Q3. How have you travelled here today?

		Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
		Num	%	Num	%	Num	%	Num	%
Base: All respondents		300	100.0%	100	100.0%	100	100.0%	100	100.0%
Bus		127	42.3%	41	41.0%	37	37.0%	49	49.0%
Car		84	28.0%	22	22.0%	36	36.0%	26	26.0%
Walk		49	16.3%	14	14.0%	15	15.0%	20	20.0%
Train		18	6.0%	12	12.0%	5	5.0%	1	1.0%
Park & Ride		16	5.3%	10	10.0%	6	6.0%	0	.0%
Cycle		3	1.0%	1	1.0%	1	1.0%	1	1.0%
Other	Mobility Scooter	2	.7%	0	.0%	0	.0%	2	2.0%
	Taxi	1	.3%	0	.0%	0	.0%	1	1.0%

Q4a. Where did you get off the bus?

		Base: Those travelling by bus		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
		Num	%	Num	%	Num	%	Num	%
Base: Those travelling by bus		127	100.0%	41	100.0%	37	100.0%	49	100.0%
Bus Station		82	64.6%	27	65.9%	17	45.9%	38	77.6%
Railway Station		14	11.0%	4	9.8%	8	21.6%	2	4.1%
The Ringway		6	4.7%	1	2.4%	1	2.7%	4	8.2%
Market		6	4.7%	4	9.8%	1	2.7%	1	2.0%
Fishergate		5	3.9%	1	2.4%	4	10.8%	0	.0%
Friargate		4	3.1%	1	2.4%	1	2.7%	2	4.1%
Bridge Street		2	1.6%	0	.0%	2	5.4%	0	.0%
Deepdale Bus Depot		1	.8%	1	2.4%	0	.0%	0	.0%
Preston College		1	.8%	1	2.4%	0	.0%	0	.0%
Old Black Bull, Friargate		1	.8%	1	2.4%	0	.0%	0	.0%
Magistrates Court		1	.8%	0	.0%	0	.0%	1	2.0%
Town centre		1	.8%	0	.0%	0	.0%	1	2.0%
Job Centre		1	.8%	0	.0%	1	2.7%	0	.0%
Primark		1	.8%	0	.0%	1	2.7%	0	.0%
College		1	.8%	0	.0%	1	2.7%	0	.0%

Q4b. Where will you get the bus back from?

	Base: Those travelling by bus		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by bus	127	100.0%	41	100.0%	37	100.0%	49	100.0%
Bus station	78	61.4%	26	63.4%	16	43.2%	36	73.5%
Lancaster Road	10	7.9%	2	4.9%	3	8.1%	5	10.2%
Railway Station	7	5.5%	2	4.9%	4	10.8%	1	2.0%
Fishergate	6	4.7%	2	4.9%	4	10.8%	0	.0%
Walking back	3	2.4%	2	4.9%	1	2.7%	0	.0%
Waterstones	3	2.4%	2	4.9%	0	.0%	1	2.0%
The Ringway	3	2.4%	0	.0%	1	2.7%	2	4.1%
Friargate	2	1.6%	1	2.4%	1	2.7%	0	.0%
Old Black Bull, Friargate	2	1.6%	1	2.4%	0	.0%	1	2.0%
Bridge Street	2	1.6%	0	.0%	2	5.4%	0	.0%
Lava nightclub	1	.8%	1	2.4%	0	.0%	0	.0%
Opposite Subway	1	.8%	0	.0%	1	2.7%	0	.0%
Town Hall	1	.8%	1	2.4%	0	.0%	0	.0%
Guild Hall	1	.8%	1	2.4%	0	.0%	0	.0%
Magistrates Court	1	.8%	0	.0%	0	.0%	1	2.0%
Job Centre	1	.8%	0	.0%	1	2.7%	0	.0%
Driving home	1	.8%	0	.0%	1	2.7%	0	.0%
Market	1	.8%	0	.0%	0	.0%	1	2.0%
Primark	1	.8%	0	.0%	1	2.7%	0	.0%
Debenhams	1	.8%	0	.0%	1	2.7%	0	.0%
Don't know	1	.8%	0	.0%	0	.0%	1	2.0%

Q5a. Where did you park?

	Base: Those travelling by car		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	84	100.0%	22	100.0%	36	100.0%	26	100.0%
Fishergate Centre	20	23.8%	7	31.8%	11	30.6%	2	7.7%
Market Car Park	15	17.9%	3	13.6%	3	8.3%	9	34.6%
St Georges Centre	10	11.9%	3	13.6%	7	19.4%	0	.0%
Bus Station	9	10.7%	1	4.5%	3	8.3%	5	19.2%
Avenham Multi-Storey	3	3.6%	0	.0%	3	8.3%	0	.0%
Market Street West	3	3.6%	0	.0%	1	2.8%	2	7.7%
Avenham Street	3	3.6%	0	.0%	3	8.3%	0	.0%
Walker Street	2	2.4%	1	4.5%	0	.0%	1	3.8%

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Q5a. Where did you park?

	Base: Those travelling by car		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Great Shaw Street	1	1.2%	0	.0%	1	2.8%	0	.0%
Lords Walk	1	1.2%	0	.0%	0	.0%	1	3.8%
Dropped off	12	14.3%	4	18.2%	2	5.6%	6	23.1%
At work	1	1.2%	1	4.5%	0	.0%	0	.0%
Lunes Street	1	1.2%	1	4.5%	0	.0%	0	.0%
Glovers Court	1	1.2%	1	4.5%	0	.0%	0	.0%
Has disabled parking	1	1.2%	0	.0%	1	2.8%	0	.0%
Broadgate	1	1.2%	0	.0%	1	2.8%	0	.0%

Q5b. And why did you park there?

	Base: Those travelling by car		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	84	100.0%	22	100.0%	36	100.0%	26	100.0%
Safety	1	1.2%	1	4.5%	0	.0%	0	.0%
Convenience	58	69.0%	17	77.3%	23	63.9%	18	69.2%
Price	31	36.9%	5	22.7%	15	41.7%	11	42.3%
Security	0	.0%	0	.0%	0	.0%	0	.0%

Q6. How long did your journey take?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Up to 5 minutes	20	6.7%	7	7.0%	3	3.0%	10	10.0%
6-10 minutes	81	27.0%	24	24.0%	26	26.0%	31	31.0%
11-15 minutes	61	20.3%	20	20.0%	18	18.0%	23	23.0%
16-20 minutes	58	19.3%	18	18.0%	18	18.0%	22	22.0%
21-25 minutes	19	6.3%	4	4.0%	13	13.0%	2	2.0%
26-30 minutes	27	9.0%	12	12.0%	9	9.0%	6	6.0%
31-60 minutes	26	8.7%	12	12.0%	9	9.0%	5	5.0%
More than one hour	8	2.7%	3	3.0%	4	4.0%	1	1.0%

Q7. What is your main reason for visiting Preston City Centre today?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Non-food shopping	122	40.7%	38	38.0%	49	49.0%	35	35.0%
Food shopping	84	28.0%	24	24.0%	11	11.0%	49	49.0%
Work	32	10.7%	13	13.0%	14	14.0%	5	5.0%
Leisure	30	10.0%	14	14.0%	11	11.0%	5	5.0%
Eating out	2	.7%	1	1.0%	1	1.0%	0	.0%

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Q7. What is your main reason for visiting Preston City Centre today?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
College	10	3.3%	1	1.0%	6	6.0%	3	3.0%
Bank/ Building Society	3	1.0%	2	2.0%	1	1.0%	0	.0%
Visiting family/ friends	3	1.0%	2	2.0%	1	1.0%	0	.0%
Browsing	3	1.0%	0	.0%	2	2.0%	1	1.0%
Paying bills	2	.7%	2	2.0%	0	.0%	0	.0%
Job centre	2	.7%	1	1.0%	1	1.0%	0	.0%
Other Job interview	1	.3%	1	1.0%	0	.0%	0	.0%
Hairdresser	1	.3%	1	1.0%	0	.0%	0	.0%
Dentist	1	.3%	0	.0%	0	.0%	1	1.0%
Christmas shopping	1	.3%	0	.0%	0	.0%	1	1.0%
Pick up a car	1	.3%	0	.0%	1	1.0%	0	.0%
Library	1	.3%	0	.0%	1	1.0%	0	.0%
Business	1	.3%	0	.0%	1	1.0%	0	.0%

Q8. On average, how often do you visit Preston City Centre for this purpose?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Everyday	59	19.7%	16	16.0%	26	26.0%	17	17.0%
2 - 3 times a week	85	28.3%	26	26.0%	25	25.0%	34	34.0%
Once a week	64	21.3%	19	19.0%	19	19.0%	26	26.0%
Fortnightly	28	9.3%	5	5.0%	11	11.0%	12	12.0%
Monthly	29	9.7%	17	17.0%	4	4.0%	8	8.0%
Every 6 months	16	5.3%	10	10.0%	3	3.0%	3	3.0%
Once a year	12	4.0%	4	4.0%	8	8.0%	0	.0%
First visit	7	2.3%	3	3.0%	4	4.0%	0	.0%

Q9. How long will you spend in Preston City Centre undertaking this activity?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Up to 15 minutes	3	1.0%	1	1.0%	1	1.0%	1	1.0%
16-30 minutes	12	4.0%	4	4.0%	7	7.0%	1	1.0%
31-45 minutes	12	4.0%	3	3.0%	3	3.0%	6	6.0%
46-60 minutes	35	11.7%	6	6.0%	8	8.0%	21	21.0%
1 hour - 1 1/4 hours	29	9.7%	9	9.0%	14	14.0%	6	6.0%
1 1/4 hours - 1 1/2 hours	17	5.7%	4	4.0%	8	8.0%	5	5.0%
1 1/2 hours - 1 3/4 hours	4	1.3%	2	2.0%	0	.0%	2	2.0%
1 3/4 hours - 2 hours	58	19.3%	16	16.0%	12	12.0%	30	30.0%
More than 2 hours	130	43.3%	55	55.0%	47	47.0%	28	28.0%

Q10. Do you have any other reasons for visiting Preston City Centre today?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Food shopping	45	15.0%	8	8.0%	16	16.0%	21	21.0%
Non-food shopping	70	23.3%	23	23.0%	18	18.0%	29	29.0%
Leisure	15	5.0%	8	8.0%	6	6.0%	1	1.0%
Eating out	36	12.0%	13	13.0%	14	14.0%	9	9.0%
Work	3	1.0%	1	1.0%	0	.0%	2	2.0%
No other reason(s)	145	48.3%	53	53.0%	48	48.0%	44	44.0%
Other								
Bank	3	1.0%	0	.0%	2	2.0%	1	1.0%
Library	2	.7%	0	.0%	2	2.0%	0	.0%

Q11. How long will you spend in Preston City Centre undertaking these activities?

	Base: Those visiting Preston City Centre for other reasons		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Preston City Centre for other reasons	155	100.0%	47	100.0%	52	100.0%	56	100.0%
Up to 15 minutes	7	4.5%	1	2.1%	3	5.8%	3	5.4%
16-30 minutes	25	16.1%	4	8.5%	16	30.8%	5	8.9%
31-45 minutes	14	9.0%	3	6.4%	5	9.6%	6	10.7%
46-60 minutes	20	12.9%	8	17.0%	3	5.8%	9	16.1%
1 hour - 1 1/4 hours	21	13.5%	9	19.1%	7	13.5%	5	8.9%
1 1/4 hours - 1 1/2 hours	11	7.1%	5	10.6%	4	7.7%	2	3.6%
1 1/2 hours - 1 3/4 hours	5	3.2%	1	2.1%	1	1.9%	3	5.4%
1 3/4 hours - 2 hours	17	11.0%	4	8.5%	5	9.6%	8	14.3%
More than 2 hours	28	18.1%	11	23.4%	6	11.5%	11	19.6%
Don't know/ varies	7	4.5%	1	2.1%	2	3.8%	4	7.1%

Q12. How much do you estimate you have spent/ will spend in total in Preston City Centre today on retail goods except food and drink?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%

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Q12. How much do you estimate you have spent/ will spend in total in Preston City Centre today on retail goods except food and drink?

		Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
		Num	%	Num	%	Num	%	Num	%
Amount £	None	24	8.0%	6	6.0%	12	12.0%	6	6.0%
	1	3	1.0%	1	1.0%	2	2.0%	0	.0%
	2	2	.7%	0	.0%	1	1.0%	1	1.0%
	3	2	.7%	0	.0%	1	1.0%	1	1.0%
	4	2	.7%	1	1.0%	1	1.0%	0	.0%
	5	20	6.7%	4	4.0%	10	10.0%	6	6.0%
	7	1	.3%	0	.0%	1	1.0%	0	.0%
	8	1	.3%	0	.0%	0	.0%	1	1.0%
	9	1	.3%	1	1.0%	0	.0%	0	.0%
	10	24	8.0%	6	6.0%	11	11.0%	7	7.0%
	12	3	1.0%	2	2.0%	1	1.0%	0	.0%
	13	1	.3%	0	.0%	1	1.0%	0	.0%
	14	1	.3%	0	.0%	0	.0%	1	1.0%
	15	16	5.3%	7	7.0%	5	5.0%	4	4.0%
	20	29	9.7%	9	9.0%	7	7.0%	13	13.0%
	21	1	.3%	0	.0%	0	.0%	1	1.0%
	22	1	.3%	0	.0%	0	.0%	1	1.0%
	25	4	1.3%	0	.0%	1	1.0%	3	3.0%
	28	1	.3%	0	.0%	1	1.0%	0	.0%
	30	20	6.7%	6	6.0%	3	3.0%	11	11.0%
	40	10	3.3%	1	1.0%	7	7.0%	2	2.0%
	45	1	.3%	0	.0%	0	.0%	1	1.0%
	50	32	10.7%	10	10.0%	11	11.0%	11	11.0%
	55	2	.7%	0	.0%	1	1.0%	1	1.0%
	56	1	.3%	0	.0%	0	.0%	1	1.0%
	60	3	1.0%	2	2.0%	1	1.0%	0	.0%
	65	2	.7%	0	.0%	0	.0%	2	2.0%
	70	5	1.7%	1	1.0%	3	3.0%	1	1.0%
	75	3	1.0%	2	2.0%	1	1.0%	0	.0%
	78	1	.3%	0	.0%	0	.0%	1	1.0%
	80	7	2.3%	3	3.0%	2	2.0%	2	2.0%
	90	3	1.0%	0	.0%	1	1.0%	2	2.0%
	100	24	8.0%	7	7.0%	6	6.0%	11	11.0%
118	1	.3%	0	.0%	0	.0%	1	1.0%	
140	1	.3%	1	1.0%	0	.0%	0	.0%	
150	9	3.0%	3	3.0%	5	5.0%	1	1.0%	

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Q12. How much do you estimate you have spent/ will spend in total in Preston City Centre today on retail goods except food and drink?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
200	10	3.3%	5	5.0%	1	1.0%	4	4.0%
230	1	.3%	1	1.0%	0	.0%	0	.0%
235	1	.3%	0	.0%	0	.0%	1	1.0%
250	1	.3%	0	.0%	1	1.0%	0	.0%
300	3	1.0%	1	1.0%	0	.0%	2	2.0%
400	1	.3%	0	.0%	1	1.0%	0	.0%
700	1	.3%	1	1.0%	0	.0%	0	.0%
Don't know	20	6.7%	19	19.0%	1	1.0%	0	.0%

Q13. Is Preston City Centre the main place you go for food shopping?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	116	38.7%	38	38.0%	29	29.0%	49	49.0%
No	161	53.7%	57	57.0%	60	60.0%	44	44.0%
It varies	23	7.7%	5	5.0%	11	11.0%	7	7.0%

Q14. Is Preston City Centre the main place that you go to buy..?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Books and stationery	89	29.7%	34	34.0%	19	19.0%	36	36.0%
Clothing	242	80.7%	71	71.0%	76	76.0%	95	95.0%
Footwear	181	60.3%	47	47.0%	44	44.0%	90	90.0%
Furniture, carpets and floor coverings	25	8.3%	7	7.0%	7	7.0%	11	11.0%
Household textiles, such as bedding and curtains	51	17.0%	11	11.0%	16	16.0%	24	24.0%
Household appliances, such as fridges, washing machines and kettles (excluding TVs, Hi-fi's and computers)	28	9.3%	8	8.0%	8	8.0%	12	12.0%
Goods such as TVs, Hi-Fi's and home computing equipment	52	17.3%	6	6.0%	29	29.0%	17	17.0%

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Q14. Is Preston City Centre the main place that you go to buy..?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Cooking pots and pans, cutlery, plates and other utensils	51	17.0%	12	12.0%	12	12.0%	27	27.0%
Repair and home maintenance goods, such as paints and wallpaper	48	16.0%	13	13.0%	11	11.0%	24	24.0%
Tools and equipment, such as electric drills, ladders and garden tools	32	10.7%	7	7.0%	13	13.0%	12	12.0%
Personal care products such as razors, hairdryers, soap, toothpaste and any other beauty products	134	44.7%	43	43.0%	41	41.0%	50	50.0%
Jewellery, watches, handbags, luggage and clocks	108	36.0%	25	25.0%	34	34.0%	49	49.0%
Medical goods, such as medicines, first aid equipment, glasses and contact lenses	83	27.7%	19	19.0%	26	26.0%	38	38.0%
Recreational goods, including musical instruments, equipment for camping sport and recreation, pet products and plants and flowers	47	15.7%	10	10.0%	15	15.0%	22	22.0%
None of the above	45	15.0%	21	21.0%	20	20.0%	4	4.0%

Q15. What goods did you buy at the market today?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Food goods	106	35.3%	36	36.0%	17	17.0%	53	53.0%
Non-food goods	40	13.3%	17	17.0%	11	11.0%	12	12.0%
Did not visit the market	158	52.7%	49	49.0%	74	74.0%	35	35.0%

Q16. Why didn't you shop at the market today?

	Base: Those not visiting the market		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those not visiting the market	158	100.0%	49	100.0%	74	100.0%	35	100.0%
No need to visit today	129	81.6%	39	79.6%	56	75.7%	34	97.1%
Poor range of goods	11	7.0%	1	2.0%	9	12.2%	1	2.9%
Poor quality of goods	8	5.1%	3	6.1%	5	6.8%	0	.0%
Poor layout	4	2.5%	1	2.0%	3	4.1%	0	.0%
Poor value for money	2	1.3%	0	.0%	2	2.7%	0	.0%
Unattractive environment	8	5.1%	3	6.1%	5	6.8%	0	.0%
Market not here today	2	1.3%	1	2.0%	1	1.4%	0	.0%
Other								
Not interested	2	1.3%	1	2.0%	1	1.4%	0	.0%
Don't know where it is	2	1.3%	0	.0%	2	2.7%	0	.0%

Q17. Have you visited any of the following centres in the last six months?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Blackburn Town Centre	27	9.0%	11	11.0%	9	9.0%	7	7.0%
Leyland Town Centre	32	10.7%	20	20.0%	9	9.0%	3	3.0%
Chorley Town Centre	46	15.3%	19	19.0%	14	14.0%	13	13.0%
Blackpool Town Centre	84	28.0%	40	40.0%	27	27.0%	17	17.0%
Lancaster City Centre	27	9.0%	19	19.0%	5	5.0%	3	3.0%
Southport Town Centre	34	11.3%	13	13.0%	19	19.0%	2	2.0%
Ormskirk Town Centre	6	2.0%	3	3.0%	3	3.0%	0	.0%
Bolton Town Centre	22	7.3%	11	11.0%	7	7.0%	4	4.0%
Wigan Town Centre	16	5.3%	8	8.0%	7	7.0%	1	1.0%
Warrington Town Centre	4	1.3%	3	3.0%	0	.0%	1	1.0%
Manchester City Centre	86	28.7%	35	35.0%	36	36.0%	15	15.0%
Liverpool City Centre	46	15.3%	22	22.0%	20	20.0%	4	4.0%
Chester City Centre	8	2.7%	4	4.0%	3	3.0%	1	1.0%
The Trafford Centre	75	25.0%	19	19.0%	35	35.0%	21	21.0%
Cheshire Oaks	13	4.3%	4	4.0%	6	6.0%	3	3.0%
Freeport, Fleetwood	20	6.7%	13	13.0%	2	2.0%	5	5.0%
None of these	88	29.3%	22	22.0%	15	15.0%	51	51.0%

Q18. How often do you visit the cinema?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Once a week	3	1.0%	1	1.0%	2	2.0%	0	.0%
Fortnightly	13	4.3%	6	6.0%	5	5.0%	2	2.0%
Monthly	44	14.7%	13	13.0%	21	21.0%	10	10.0%
Every 6 months	47	15.7%	12	12.0%	20	20.0%	15	15.0%
Once a year	15	5.0%	4	4.0%	7	7.0%	4	4.0%
Never	178	59.3%	64	64.0%	45	45.0%	69	69.0%

Q19. Where do you usually go to the cinema?

	Base: Those visiting the cinema		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting the cinema	122	100.0%	36	100.0%	55	100.0%	31	100.0%
Odeon, Portway, Ashton-on-Ribble	46	37.7%	9	25.0%	22	40.0%	15	48.4%
Vue Cinema, Capitol Centre, Walton-le-Dale	41	33.6%	10	27.8%	16	29.1%	15	48.4%
Palace Cinema, Market Place, Longridge	2	1.6%	0	.0%	2	3.6%	0	.0%

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Q19. Where do you usually go to the cinema?

	Base: Those visiting the cinema		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Preston Docks	5	4.1%	5	13.9%	0	.0%	0	.0%
Southport	5	4.1%	0	.0%	5	9.1%	0	.0%
Blackpool	4	3.3%	1	2.8%	3	5.5%	0	.0%
Manchester	3	2.5%	3	8.3%	0	.0%	0	.0%
Bolton	3	2.5%	1	2.8%	1	1.8%	1	3.2%
Cleveleys	2	1.6%	1	2.8%	1	1.8%	0	.0%
Horwich	2	1.6%	2	5.6%	0	.0%	0	.0%
St Annes	1	.8%	1	2.8%	0	.0%	0	.0%
Other Vue, Lancaster	1	.8%	1	2.8%	0	.0%	0	.0%
Morecambe	1	.8%	1	2.8%	0	.0%	0	.0%
Lake District	1	.8%	1	2.8%	0	.0%	0	.0%
Outside the area	1	.8%	0	.0%	1	1.8%	0	.0%
Blackburn	1	.8%	0	.0%	1	1.8%	0	.0%
Teeside Park	1	.8%	0	.0%	1	1.8%	0	.0%
Liverpool	1	.8%	0	.0%	1	1.8%	0	.0%
Burnley	1	.8%	0	.0%	1	1.8%	0	.0%

Q20. Are you the member of a health and fitness club?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	39	13.0%	12	12.0%	20	20.0%	7	7.0%
No	261	87.0%	88	88.0%	80	80.0%	93	93.0%

Q21. Which club are you a member of?

	Base: Those who visit a health & fitness club		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those who visit a health & fitness club	39	100.0%	12	100.0%	20	100.0%	7	100.0%
Fitness First, Preston NE Football Stadium	7	17.9%	1	8.3%	4	20.0%	2	28.6%
Marriott Leisure Club, Broughton	3	7.7%	1	8.3%	1	5.0%	1	14.3%
Ultraflex Gym, Kent Street, Preston	1	2.6%	0	.0%	1	5.0%	0	.0%

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Q21. Which club are you a member of?

	Base: Those who visit a health & fitness club		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Total Fitness, Preston	6	15.4%	2	16.7%	3	15.0%	1	14.3%
Fulwood Leisure Centre, Preston	3	7.7%	1	8.3%	1	5.0%	1	14.3%
DW Sports, Preston	2	5.1%	1	8.3%	1	5.0%	0	.0%
South Ribble Tennis Centre	2	5.1%	0	.0%	2	10.0%	0	.0%
Penwortham Leisure Centre	1	2.6%	1	8.3%	0	.0%	0	.0%
Manchester Pure Gym	1	2.6%	1	8.3%	0	.0%	0	.0%
David Lloyd Centre, Chorley	1	2.6%	1	8.3%	0	.0%	0	.0%
Council owned gym	1	2.6%	1	8.3%	0	.0%	0	.0%
Walton-le-Dale Leisure Centre	1	2.6%	1	8.3%	0	.0%	0	.0%
Other DW Sports, Morecambe	1	2.6%	1	8.3%	0	.0%	0	.0%
Impact Leisure, Preston	1	2.6%	0	.0%	0	.0%	1	14.3%
BAE, Warton	1	2.6%	0	.0%	1	5.0%	0	.0%
Work's gym	1	2.6%	0	.0%	1	5.0%	0	.0%
West View, Ribbleton	1	2.6%	0	.0%	0	.0%	1	14.3%
Ribble Valley Racing Club	1	2.6%	0	.0%	1	5.0%	0	.0%
YMCA, Blackpool	1	2.6%	0	.0%	1	5.0%	0	.0%
Local, Wigan	1	2.6%	0	.0%	1	5.0%	0	.0%
David Lloyd, Preston	1	2.6%	0	.0%	1	5.0%	0	.0%
DW Sports, Blackburn	1	2.6%	0	.0%	1	5.0%	0	.0%

Q22. How often do you visit the club mentioned at Q21?

	Base: Those who visit a health & fitness club		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: Those who visit a health & fitness club	39	100.0%	12	100.0%	20	100.0%	7	100.0%
Everyday	5	12.8%	1	8.3%	3	15.0%	1	14.3%
2 - 3 times a week	23	59.0%	6	50.0%	15	75.0%	2	28.6%
Once a week	7	17.9%	2	16.7%	1	5.0%	4	57.1%
Fortnightly	2	5.1%	1	8.3%	1	5.0%	0	.0%
Monthly	2	5.1%	2	16.7%	0	.0%	0	.0%

Q23. SEG of chief income earner

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
A	1	.3%	1	1.0%	0	.0%	0	.0%
B	28	9.3%	11	11.0%	13	13.0%	4	4.0%
C1	97	32.3%	28	28.0%	36	36.0%	33	33.0%
C2	61	20.3%	22	22.0%	27	27.0%	12	12.0%
D	45	15.0%	12	12.0%	15	15.0%	18	18.0%
E	68	22.7%	26	26.0%	9	9.0%	33	33.0%

Q24. Gender

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Male	92	30.7%	31	31.0%	31	31.0%	30	30.0%
Female	208	69.3%	69	69.0%	69	69.0%	70	70.0%

Q25. Age group of respondent

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
16 - 24 years	56	18.7%	15	15.0%	26	26.0%	15	15.0%
25 - 34 years	36	12.0%	10	10.0%	11	11.0%	15	15.0%
35 - 44 years	39	13.0%	10	10.0%	9	9.0%	20	20.0%
45 - 54 years	50	16.7%	14	14.0%	15	15.0%	21	21.0%
55 - 64 years	46	15.3%	19	19.0%	17	17.0%	10	10.0%
65 or more	72	24.0%	32	32.0%	22	22.0%	18	18.0%
Refused	1	.3%	0	.0%	0	.0%	1	1.0%

Q26. Number of adults (over 16 years) in the household

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
One	86	28.7%	30	30.0%	27	27.0%	29	29.0%
Two	151	50.3%	55	55.0%	44	44.0%	52	52.0%
Three	32	10.7%	11	11.0%	16	16.0%	5	5.0%
Four or more	31	10.3%	4	4.0%	13	13.0%	14	14.0%

Q27. Number of cars in the household

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
None	111	37.0%	32	32.0%	21	21.0%	58	58.0%
One	128	42.7%	51	51.0%	43	43.0%	34	34.0%
Two	50	16.7%	14	14.0%	28	28.0%	8	8.0%
Three	10	3.3%	3	3.0%	7	7.0%	0	.0%
Four or more	1	.3%	0	.0%	1	1.0%	0	.0%

Q28. Would you be willing to be re-contacted as part of our quality procedures?

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	209	69.7%	78	78.0%	63	63.0%	68	68.0%
No	91	30.3%	22	22.0%	37	37.0%	32	32.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	300	100.0%	100	100.0%	100	100.0%	100	100.0%
BB2 2PP	1	.3%	0	.0%	1	1.0%	0	.0%
BB2 5EL	1	.3%	0	.0%	1	1.0%	0	.0%
BB2 7QP	1	.3%	1	1.0%	0	.0%	0	.0%
BB3 OSS	1	.3%	0	.0%	1	1.0%	0	.0%
BB3 7EJ	1	.3%	0	.0%	0	.0%	1	1.0%
BL2 6DQ	1	.3%	1	1.0%	0	.0%	0	.0%
BL3 5QZ	1	.3%	0	.0%	1	1.0%	0	.0%
BL4 0ZT	1	.3%	0	.0%	1	1.0%	0	.0%
BL5 3BW	1	.3%	1	1.0%	0	.0%	0	.0%
BL6 7DP	1	.3%	0	.0%	1	1.0%	0	.0%
BR1 8NL	1	.3%	0	.0%	1	1.0%	0	.0%
CH42 5PD	1	.3%	0	.0%	1	1.0%	0	.0%
CN5 2SW	1	.3%	1	1.0%	0	.0%	0	.0%
CW5 7QL	1	.3%	1	1.0%	0	.0%	0	.0%
FY1	1	.3%	0	.0%	0	.0%	1	1.0%
FY3 7QR	1	.3%	1	1.0%	0	.0%	0	.0%
FY4 2LG	1	.3%	1	1.0%	0	.0%	0	.0%
FY4 3EZ	1	.3%	0	.0%	0	.0%	1	1.0%
FY5 3BE	1	.3%	0	.0%	0	.0%	1	1.0%
FY5 4FY	1	.3%	0	.0%	1	1.0%	0	.0%
FY5 5ND	1	.3%	1	1.0%	0	.0%	0	.0%
FY6 7TT	1	.3%	0	.0%	0	.0%	1	1.0%
FY6 8DE	1	.3%	0	.0%	1	1.0%	0	.0%
FY7 6DA	1	.3%	0	.0%	0	.0%	1	1.0%
FY7 7LS	1	.3%	0	.0%	1	1.0%	0	.0%
L31 1BJ	1	.3%	0	.0%	1	1.0%	0	.0%
L40 1TN	1	.3%	0	.0%	1	1.0%	0	.0%
L40 1UJ	1	.3%	0	.0%	1	1.0%	0	.0%
LA1 3BA	1	.3%	1	1.0%	0	.0%	0	.0%
LA1 4DN	1	.3%	1	1.0%	0	.0%	0	.0%
LA10	1	.3%	0	.0%	0	.0%	1	1.0%
LA11	1	.3%	1	1.0%	0	.0%	0	.0%
LA18 4AG	1	.3%	1	1.0%	0	.0%	0	.0%
LA3 2PG	1	.3%	1	1.0%	0	.0%	0	.0%
LA4 4PD	1	.3%	1	1.0%	0	.0%	0	.0%
LA5 9DL	1	.3%	1	1.0%	0	.0%	0	.0%
M25 9EZ	1	.3%	1	1.0%	0	.0%	0	.0%
OL13 9PD	1	.3%	1	1.0%	0	.0%	0	.0%
OL2 5US	1	.3%	1	1.0%	0	.0%	0	.0%
PR1	13	4.3%	2	2.0%	10	10.0%	1	1.0%
PR1 OAX	1	.3%	1	1.0%	0	.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR1 0EH	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 0HT	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 0HU	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 0JL	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 0JT	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 0QB	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 0UR	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 0XR	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 0YA	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 1	3	1.0%	0	.0%	2	2.0%	1	1.0%
PR1 1ED	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 1EX	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 1LR	2	.7%	0	.0%	0	.0%	2	2.0%
PR1 1PH	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 1QE	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 1UY	2	.7%	2	2.0%	0	.0%	0	.0%
PR1 1XA	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 2AB	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 2GJ	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 2NL	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 2PY	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 2YF	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 3JH	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 3XL	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 4EF	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4HL	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4HP	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4HU	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 4NE	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4NT	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4NU	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4QJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 4QO	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4RD	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4RT	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4TH	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 4XT	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5	5	1.7%	1	1.0%	3	3.0%	1	1.0%
PR1 5HH	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 5HU	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5HX	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5JQ	1	.3%	1	1.0%	0	.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR1 5NP	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 5QP	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5SJ	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 5XB	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 5YE	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5YP	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 5YQ	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6BA	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 6BH	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6BJ	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6HA	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6HB	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6HD	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 6LQ	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 6OU	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 6QE	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 6QS	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 6SG	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 6TS	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 7NX	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 7PL	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 7PX	2	.7%	1	1.0%	0	.0%	1	1.0%
PR1 7US	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 7UX	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 8DY	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 8HU	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 8JP	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 8LA	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 8NE	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 8PJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 8PZ	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 8RU	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 8UA	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 9BT	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 9DD	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 9DF	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 9DQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 9ED	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 9FU	1	.3%	1	1.0%	0	.0%	0	.0%
PR1 9LB	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 9LV	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 9NR	1	.3%	1	1.0%	0	.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR1 9QX	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 9RJ	1	.3%	0	.0%	0	.0%	1	1.0%
PR1 9TG	1	.3%	0	.0%	1	1.0%	0	.0%
PR1 FXY	1	.3%	0	.0%	0	.0%	1	1.0%
PR2	2	.7%	1	1.0%	0	.0%	1	1.0%
PR2 ONX	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1BH	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 1DA	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 1DP	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 1ET	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 1HY	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1JJ	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 1JY	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1NU	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 1QN	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 1QY	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1SP	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 1TA	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1UE	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 1UL	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 1XB	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 1XQ	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 2DD	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 2DO	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 2HP	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 2JQ	2	.7%	1	1.0%	0	.0%	1	1.0%
PR2 2JU	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 2LH	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 2LQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 3BD	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 3DD	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 3DU	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 3DY	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 3PH	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 3TH	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 3TJ	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 3XY	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 3YP	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 3YX	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 4AA	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6AQ	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 6BA	1	.3%	1	1.0%	0	.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR2 6BH	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6BN	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 6BQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 6DA	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6DE	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6HE	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6JT	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6NR	2	.7%	1	1.0%	1	1.0%	0	.0%
PR2 6PQ	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6QD	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6SJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 6YE	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 6YG	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 6YT	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 7BQ	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 8DE	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 8FA	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 8FD	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 8JL	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 8LL	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 8LQ	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 8ND	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 9FU	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 9HU	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 9LU	1	.3%	0	.0%	1	1.0%	0	.0%
PR2 9SJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR2 9SR	1	.3%	0	.0%	0	.0%	1	1.0%
PR2 9YP	1	.3%	1	1.0%	0	.0%	0	.0%
PR25	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 1RJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 1XL	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 1XX	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 1YB	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 3AB	1	.3%	0	.0%	1	1.0%	0	.0%
PR25 4GL	1	.3%	1	1.0%	0	.0%	0	.0%
PR25 5TN	1	.3%	0	.0%	1	1.0%	0	.0%
PR25 5UQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR26	1	.3%	0	.0%	0	.0%	1	1.0%
PR26 6QB	1	.3%	1	1.0%	0	.0%	0	.0%
PR3 OPN	1	.3%	1	1.0%	0	.0%	0	.0%
PR3 ORN	1	.3%	0	.0%	1	1.0%	0	.0%
PR3 1EQ	1	.3%	1	1.0%	0	.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR3 2BU	1	.3%	0	.0%	1	1.0%	0	.0%
PR3 2QE	1	.3%	0	.0%	0	.0%	1	1.0%
PR3 2RY	1	.3%	0	.0%	1	1.0%	0	.0%
PR3 3EL	1	.3%	1	1.0%	0	.0%	0	.0%
PR3 3WG	1	.3%	1	1.0%	0	.0%	0	.0%
PR3 5BA	1	.3%	1	1.0%	0	.0%	0	.0%
PR3 5DA	1	.3%	0	.0%	1	1.0%	0	.0%
PR3 5JJ	1	.3%	0	.0%	1	1.0%	0	.0%
PR3 8SU	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 0AY	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 0HB	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 1AP	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 1JH	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 1JS	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 1SL	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 1XS	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 1XX	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 1YA	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 2XL	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 2XQ	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 3RN	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 4GS	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 4RJ	1	.3%	1	1.0%	0	.0%	0	.0%
PR4 5BU	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 5SR	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 5ZJ	1	.3%	0	.0%	0	.0%	1	1.0%
PR4 5ZY	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 6HH	1	.3%	0	.0%	1	1.0%	0	.0%
PR4 6NB	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 0LP	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 0LR	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 0LX	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 4BQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 4BY	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 4ED	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 4LW	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 4SE	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 4TL	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 4TU	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 5AH	1	.3%	0	.0%	0	.0%	1	1.0%
PR5 5HR	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 5LW	1	.3%	0	.0%	1	1.0%	0	.0%

Respondent's home postcode

	Base: All respondents		Outside Marks & Spencer		Outside Debenhams		Starch House Square	
	Num	%	Num	%	Num	%	Num	%
PR5 5SF	1	.3%	0	.0%	0	.0%	1	1.0%
PR5 5TQ	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 5UF	1	.3%	0	.0%	0	.0%	1	1.0%
PR5 5VF	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 6GS	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 6QB	1	.3%	0	.0%	0	.0%	1	1.0%
PR5 6XE	1	.3%	1	1.0%	0	.0%	0	.0%
PR5 8BO	1	.3%	0	.0%	1	1.0%	0	.0%
PR5 8GE	1	.3%	1	1.0%	0	.0%	0	.0%
PR6 0JL	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 1JZ	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 1RE	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 2DS	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 2PZ	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 2QA	1	.3%	1	1.0%	0	.0%	0	.0%
PR7 3QB	1	.3%	0	.0%	1	1.0%	0	.0%
PR7 4NU	1	.3%	0	.0%	1	1.0%	0	.0%
PR7 5QH	1	.3%	0	.0%	1	1.0%	0	.0%
PR8 2QE	1	.3%	0	.0%	1	1.0%	0	.0%
PR9 0JH	1	.3%	0	.0%	1	1.0%	0	.0%
TS11 8BH	1	.3%	0	.0%	1	1.0%	0	.0%
WF8 3SA	1	.3%	0	.0%	1	1.0%	0	.0%
WN2 1NG	1	.3%	0	.0%	1	1.0%	0	.0%
WN2 4JH	1	.3%	0	.0%	1	1.0%	0	.0%
WN4 0DY	1	.3%	0	.0%	1	1.0%	0	.0%



Appendix 6 - Housing Allocations Analysis

This spreadsheet has been prepared for Preston City Council.

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Job title:

Preston Retail and Leisure Study 2013

Client:

Preston City Council

Date:

March 2013

Table 1 - Preston and South Ribble Strategic Housing Land Availability Assessment Housing Projections Per Year By Ward

Ward	Projected Number Of Housing Completions Per Year																Total (2012-2027)	Zone
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27		
Preston City Council Wards																		
Ashton	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	12	1
Riversway	6	0	0	0	0	0	0	0	8	0	0	0	60	60	49	0	177	1
Greyfriars	13	0	0	35	35	0	11	0	0	0	0	0	0	60	60	0	201	1
Cadley	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	1
Larches	60	78	0	0	0	10	0	0	0	0	0	0	0	0	0	0	88	1
Lea	0	80	90	90	95	150	150	150	185	178	135	182	42	0	0	0	1,527	1
Tulketh	0	15	0	12	0	0	25	27	0	10	0	0	0	0	0	0	89	1
University	0	13	50	30	34	0	0	0	0	0	0	0	100	170	228	0	625	1
Total Zone 1																	2,727	
College	0	0	0	25	30	30	17	0	10	0	0	0	0	0	0	0	112	2
Deepdale	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	6	2
Fishwick	0	0	0	0	0	0	0	0	43	0	0	0	0	0	0	0	43	2
Garrison	0	0	0	0	24	0	0	0	0	0	0	0	0	0	0	0	24	2
Preston Rural North	5	100	150	161	261	180	180	180	160	80	100	170	306	386	390	0	2,804	2
Moor Park	6	0	0	0	30	0	0	0	0	0	0	0	0	0	0	0	30	2
Preston Rural East	0	40	145	140	150	200	150	130	131	80	16	0	17	165	165	0	1,529	2
Brookfield	0	0	0	15	12	0	0	0	0	0	0	0	0	0	0	0	27	2
Ribbleton	25	0	0	0	0	0	0	20	10	0	0	0	0	0	0	0	30	2
St Georges	0	17	0	20	29	0	0	6	0	0	0	0	0	0	0	0	72	2
St Matthews	0	0	0	68	82	10	0	11	0	38	0	0	0	0	0	0	209	2
Town Centre	87	36	47	76	43	0	0	32	0	279	0	0	0	140	151	0	804	2
Total Zone 2																	5,690	
Borough Total	202	387	488	672	825	580	533	568	547	665	251	352	525	981	1,043	0	8,417	-
South Ribble Council Wards																		
Leyland St Ambrose	0	44	80	50	50	30	30	0	0	0	0	0	0	0	0	0	284	3
Bamber Bridge North	0	0	20	30	52	30	30	30	30	0	0	0	0	0	0	0	222	3
Bamber Bridge West	0	0	0	0	0	20	20	20	20	0	0	0	0	0	0	0	60	3
Tardy Gate / Charnock	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	15	3
Tardy Gate	0	0	30	70	59	45	45	30	40	10	0	0	0	0	0	0	329	3
Middleforth	0	0	20	35	35	35	35	35	35	35	50	50	50	50	50	0	480	3
Lostock Hall	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	6	3
Penwortham	0	3	0	0	0	35	0	0	0	0	0	0	0	0	0	0	38	3
Samlesbury and Walton	0	0	0	0	0	20	30	30	0	0	0	0	0	0	0	0	80	3
Bamber Bridge East	0	26	22	20	30	60	60	60	60	35	30	30	30	10	0	0	473	3
Walton Le Dale	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	12	3
Higher Walton	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	3
Samlesbury	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3	3
Hoghton	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	4	3
Bamber Bridge	0	0	0	0	0	56	0	0	0	0	0	0	0	0	0	0	56	3
Total Zone 3																	2,068	
Moss Side	0	0	0	40	40	73	50	50	50	50	50	50	50	50	50	0	603	4
Farington Moss	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	8	4
Longton	0	6	10	0	19	0	0	0	0	0	0	0	0	0	0	0	35	4
Leyland	0	0	0	0	30	39	17	0	0	0	0	0	0	0	0	0	86	4
Seven Stars	0	8	0	15	20	0	0	0	0	0	0	0	0	0	0	0	43	4
New Longton	0	0	0	0	16	0	0	0	0	0	0	0	0	0	0	0	16	4
New Longton and Hutton East	0	0	14	13	20	25	0	0	0	0	0	0	0	0	0	0	72	4
Farington	0	26	28	10	2	0	0	0	0	0	0	0	0	0	0	0	66	4
Much Hoole	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	4
Little Hoole	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	4
Golden Hill	0	12	30	30	22	0	0	0	0	0	0	0	0	0	0	0	94	4
Walmer Bridge	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3	4
Whitestake	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	4
Mellor Brook	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	4
Farington West	0	0	145	150	155	130	180	170	150	150	150	150	90	90	61	0	1,771	4
Hutton	0	0	30	30	9	1	0	0	0	0	0	0	0	0	0	0	70	4
Longton and Hutton West	0	0	24	64	54	49	20	0	0	0	0	0	0	0	0	0	211	4
Midge Hall	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	4
Lowerhouse	0	0	50	60	60	25	25	25	25	20	25	25	25	25	15	0	405	4
Total Zone 4																	3,490	
Borough Total	0	131	498	602	606	744	564	467	390	300	305	305	245	225	176	0	5,558	-

Notes

1. Base SHLAA data obtained from Preston City Council in December 2012 (taken from February 2012 SHLAA).
2. Base data for South Ribble taken from Site Allocations and Development Management Policies Development Plan Document (currently at Examination stage). Housing Land Position Statement from October 2012.

Table 2 - Preston and South Ribble Strategic Housing Land Availability Assessment Housing Projections Up to 2027 By Retail Study Zone

	Total Number of Allocations by 2027	Windfalls Within Zone	Overall Total
Zone 1 - Preston West	2,727	195	2,922
Zone 2 - Preston East	5,690	407	6,097
Zone 3 - South Ribble	2,068	148	2,216
Zone 4 - Leyland	3,490	250	3,740
Total Primary Study Area	13,975	1,000	14,975

Notes

1. Table assumes Windfalls within each zone are proportionate to the total projected number of housing completions within the zone over the study period.
2. Base SHLAA data obtained from Preston City Council in December 2012 (taken from February 2012 SHLAA).
3. Base data for South Ribble taken from Site Allocations and Development Management Policies Development Plan Document (currently at Examination stage). Housing Land Position Statement from October 2012.

Preston Retail and Leisure Study 2013
Housing Allocations Assessment

Table 3 - Calculation of Additional Population Created Through Housing Allocations

Zone	Total Completions by 2027	Number of Households Within Zone 2012	Population of Zone 2012	Average Household Size of Zone in 2012	Population Increase As A Result of Allocations	Population In 2027	Population Increase To 2027	Difference (Additional Population Increase Due to Allocations)
Zone 1 - Preston West	2,922	27,741	65,209	2.4	6,395	67,965	2,756	3,639
Zone 2 - Preston East	6,097	31,342	76,210	2.4	13,803	80,747	4,537	9,266
Zone 3 - South Ribble	2,216	21,423	48,406	2.3	4,662	52,459	4,053	609
Zone 4 - Leyland	3,740	27,494	66,698	2.4	8,447	71,427	4,729	3,718
Total Primary Study Area	14,975	108,000	256,523	2.4	33,116	272,598	16,075	17,232

Notes

1. Base SHLAA data obtained from Preston City Council and South Ribble Council during December 2012 and total completions by 2027 taken from Table 2.
2. Assumes average household size declines by 7% in accordance with the national average (decrease from 2.32 in 2006 to 2.16 in 2026 taken from DCLG Housing Projections to 2031, England).
3. Base population and household data taken from Experian Micromarketer report in November 2012.

Table 4a - Additional Capacity Created through Housing Allocations in Zone 1 in 2027

Zone 1 Preston West	Additional Population	Expenditure Per Head in 2027 (£)	Total Available Expenditure Created in 2027 (£m)	Scenario Retention Rate (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	3,639	£1,934	£7.04	53.19%	£3.74
Comparison Goods	3,639	£3,420	£12.45	78.75%	£9.80

Table 4b - Additional Capacity Created through Housing Allocations in Zone 2 in 2027

Zone 2 Preston East	Additional Population	Expenditure Per Head in 2027 (£)	Total Available Expenditure Created in 2027 (£m)	Scenario Retention Rate (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	9,266	£1,960	£18.16	56.23%	£10.21
Comparison Goods	9,266	£3,731	£34.57	6.69%	£2.31

Table 4c - Additional Capacity Created through Housing Allocations in Zone 3 in 2027

Zone 3 South Ribble	Additional Population	Expenditure Per Head in 2027 (£)	Total Available Expenditure Created in 2027 (£m)	Scenario Retention Rate (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	609	£2,203	£1.34	39.83%	£0.53
Comparison Goods	609	£4,695	£2.86	9.32%	£0.27

Table 4d - Additional Capacity Created through Housing Allocations in Zone 4 in 2027

Zone 4 Leyland	Additional Population	Expenditure Per Head in 2027 (£)	Total Available Expenditure Created in 2027 (£m)	Scenario Retention Rate (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	3,718	£2,116	£7.87	51.65%	£4.06
Comparison Goods	3,718	£4,450	£16.54	22.67%	£3.75

Table 4e - Additional Capacity Created through Housing Allocations across Primary Study Area in 2027

Primary Study Area	Additional Population	Average Expenditure per Head in 2027 (£)	Total Additional Expenditure Retained in Catchment
Convenience Goods	17,232	£2,053	£18.55
Comparison Goods	17,232	£4,074	£16.13

Notes

1. 2011 prices.
2. Base SHLAA data obtained from Preston City Council and South Ribble Council during December 2012 and total completions by 2027 taken from Table 2.
3. Expenditure per head in 2027 excludes the proportion of expenditure spent through NSRT means.
4. Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment completed in December 2012.
5. The scenario's modelled are based on the results of the Household Survey undertaken by RMG Clarity in November 2012.

Stakeholder Consultation - Summary Response & Analysis

Key Landowners

1. How would you rate Preston City Centre as a retail destination for non-food goods (comparison goods)? (scale of 1 to 10)

A rating of 5 or 6 out of 10 was given.

Preston was considered to be an important sub-regional centre which provides an average or mid-ranking retail offer in terms of range and mix when compared to competitors. Respondents felt it lacks a few higher calibre, mid-range retailers such as Zara, Coast and SuperDry which would provide a point of difference when compared to local competitors such as Bolton.

It was felt there is a mismatch between what is on offer in terms of quality and Preston's affluent catchment and consequently that there is a lack of high quality retailer provision.

It was considered that Preston has lacked investment in the retail sector in recent years, with the falling away of the Tithebarn scheme leaving a significant gap to be filled. This, in conjunction with a lack of an anchor department store, it was felt, has served to decrease the attraction of Preston as a retail destination.

Respondents thought there will be a focus on major cities, and Preston might struggle to attract investment against this context.

Retailer failure and portfolio rationalisation were not felt to be having a major material effect on Preston, particularly when compared to competitor centres.

It was felt there is a lack of a strong, independent, 'quirky' retail area from which the city would benefit.

2. How would you rate Preston City Centre as a retail destination for food goods (convenience goods)? (scale of 1 to 10)

A rating of 0 – 3 out of 10 was given.

There was a wide range of thoughts about the strength of the food goods retail offer in Preston city centre. This ranged from those who thought there was no provision, to those with the view there was some, relatively poor provision, to those who thought the provision was adequate.

From those who held the view there was no provision, it was stated that the lack of adequate convenience shopping provision was identified by the Inspector dealing with objections to the Preston Local Plan in 1998. The Inspector considered the absence of a large food store in the city centre as being harmful to the vitality and viability of the centre. Furthermore, public consultation events undertaken in connection with redevelopment proposals at Queens Retail Park revealed support for a new large food store. It is hoped this provision would attract some people who currently shop in out-of-centre locations.

It was felt that allowing further food store development outside the city centre has affected the viability of development proposals for a food store at the Queens Retail Park. Concurrently, it was thought that out-of-centre developments already meet the requirements of food retailers seeking representation in Preston.

Others thought food provision is worse than comparison goods provision with the offer being solely focussed on top-up shopping at M&S and Tesco Metro.

Others felt the food offer was adequate given the national trend for their being little demand for supermarkets in city centres with people preferring to avoid traffic congestion and car parking charges in the city centre by taking their custom to out-of-centre, larger format food stores.

The market was thought to be rough around the edges but that with some improvements it has much potential, particularly given the loyal customer base.

3. How would you rate Preston City Centre as a leisure destination? (scale 1 to 10)

The provision of leisure facilities in Preston city centre was considered to be poor, particularly given its sub-regional status.

There is considered to be a limited night-time economy outside of events the university offers which results in a difficulty in retaining people or enticing people into the city centre beyond traditional trading hours.

All respondents cited the lack of city centre cinema although a few mentioned they heard it was Preston City Council's intention to develop one with other A3 uses in the city centre.

One respondent questioned the logic of channelling too much investment in improving Preston's leisure offer given the strong leisure competition from Blackpool.

4. What do you think of Preston City Centre as an investment location?

The general consensus was that Preston is full of opportunity and holds much potential as an investment location but that a few things need to change for its potential to be fully realised.

Supply and demand was thought to be well balanced in Preston with the lack of oversupply being cited as attractive to investors, particularly compared to competitor cities which perhaps have grown too rapidly in recent years and are now experiencing oversupply with extended voids in the retail sector.

Generally, there was thought to have been a lack of investment in the city centre. An iterative approach to regeneration is favoured over wholesale regeneration such as that proposed by the Tithebarn scheme which is felt to have left people with a negative perception, particularly among investors.

There was a strong feeling that Preston City Council needs to make strong, clear, positive, pro-development decisions to show Preston is still open for business. A way of demonstrating this might be to quickly progress some regeneration plans and to offer incentives to retailers such as business rates relief, which could be offered in conjunction with rent free periods and full fit-out options from landlords. Another option proposed, would be to ensure the viability of development proposals is not compromised by a planning process that creates barriers to development.

A strong respondent focus was on the requirement to focus on the commercial requirements of end-users, notwithstanding that this tenant demand is currently muted due to a stagnant economic climate. It was believed that investors in this climate are looking towards the prime end of the market and perhaps this is an area on which Preston should focus.

5. What do you think are the strengths of Preston City Centre?

Preston was considered to have a number of strengths including:

- fantastic historical buildings;
- a strong demographic and loyal, affluent catchment with a high proportion of above average spend;
- UCLAN;
- excellent transport links; and
- not being oversupplied.

6. What do you think are the weaknesses of Preston City Centre?

Preston was thought to have a number of weaknesses including:

- lack of city centre investment resulting in a dated offer;
- lack of leisure attractions;
- poor public realm;
- poor accessibility into and out of the city centre via the local road network;
- limited retail offer as it doesn't go above mid-market;
- lack of night-time economy;
- lack of large city centre food store; and
- parking restraints.

7. What are your views on Preston's out-of-centre retail and leisure competition?

Views ranged from the out-of-centre offer being good but not exceptional, to being strong and increasing in strength given many retailers are continuing to locate there, including an increasing representation from fashion retailers. This is resulting in out-of-centre retail parks with full shopping centre, 'one-stop-shop' line ups.

It was thought that out-of-centre retail parks were successful due to their accessibility, free car parking, convenience and longer opening hours. It was also considered such venues met the needs of retailers requiring larger floorplates.

Most consider there to be a good balance between the city centre and out-of-centre retail provision with the out-of-centre being thought to be of the correct 'size' in terms of its offer. Caution was expressed that should additional out-of-centre consents be granted, this would upset the balance which would have an adverse impact on the city centre.

8. Any other comments on Preston City Centre?

It was felt that Preston requires strong leadership decisions to promote and crucially, quickly deliver some regeneration in the city centre. Such positive news stories, in conjunction with incentives from many sectors, it was felt, will serve to attract retailers and investors.

Furthermore, it was strongly felt by some respondents that there is a need to ensure the planning process helps to deliver new investment and economically viable schemes.

Overall, the general feeling is that the city centre is in need of some TLC.

Stakeholder Consultation - Summary Response & Analysis

Others

1. How would you rate Preston City Centre as a retail destination for non-food goods (comparison goods)? (scale of 1 to 10)

Respondents gave a broad spectrum of views ranging from Preston city centre having a strong comparison goods offer to the offer being very poor. This is demonstrated by a rating ranging from 2 to 8 out of 10.

On the positive side, it was felt that many big high street brands are represented and that in the last three years, Preston has done well to attract a number of big brands such as Fat Face and Office. It was felt the retail offer is dominated by fashion retailers, and specifically women's fashion retailers, rather than bulky comparison goods.

It was considered that there is not much at the top end of the market with the offer not being particularly sophisticated. However, this was tempered by the consideration that the Preston market did not require this high-end offer.

Some respondents thought there is some room for improvement with suggestions that an enhanced representation from national brands and a better independent sector would improve the city centre. It was suggested that Preston has an average offer with no particular point of difference and that it has a distinct 'town' feel to it rather than 'city' feel.

Other respondents felt Preston's comparison goods offer fares poorly compared to other cities of comparable size, although it compares favourably against other towns in the North West.

2. How would you rate Preston City Centre as a retail destination for food goods (convenience goods)? (scale of 1 to 10)

The food goods offer in the city centre was generally considered to be poor. A few retailers were cited such as M&S and Tesco but all were noted as of being a convenience store format. It was thought large supermarkets are reluctant to go into the city centre due to a lack of parking provision.

The provision of a few independent delis was considered to be an advantage with it being felt that more provision of high-end food would be beneficial to the city centre.

The market was thought to provide some food choice but it was overwhelmingly felt that it requires improvements, particularly when compared to Bury and Bolton markets which were considered to be strong. Positively, it was felt that with investment, the market could be a really strong offer.

3. How would you rate Preston City Centre as a leisure destination? (scale 1 to 10)

Participants rated Preston's city centre leisure offer at opposite ends of the spectrum with one respondent giving it a rating of 9 out of 10 and another as poor.

On the positive side, Preston won the Purple Flag accreditation. Purple Flag is a new accreditation scheme that recognises excellence in the management of town and city centres at night. One respondent felt there was an excellent night-time offer with a good range of drinking establishments. Additionally, it was generally felt that UCLAN's student population brings vibrancy to the centre. This, in conjunction with a few successful events such as the Preston Guild, served to demonstrate the respondents' view that Preston holds much potential albeit unfulfilled at present.

Other respondents felt the leisure offer was poor, citing the lack of city centre cinema, concert venues, quality restaurants and the declining, tired and dated Guild Hall. However, optimism was expressed due to there being talk of plans for a new cinema and associated leisure development in the city centre which it was felt would benefit Preston enormously.

4. What do you think of Preston City Centre as an investment location?

Preston was considered to have fantastic scope and potential as an investment location. Many factors were considered to be currently working in its favour, most predominantly its excellent transport connectivity. Other benefits included its world class university, good quality workforce and schools. However, it was felt there was greater scope for the presence of the university to be driving business more in Preston.

The lack of large, flexible floorplates in the city centre in conjunction with high rents when compared to out-of-centre locations were cited as reasons for the out-of-centre offer to be a strong competitor in the retail sector. Respondents thought that city centre rents had decreased in recent years concurrently with decreased occupier demand.

Most scathingly, one respondent thought the Preston planning authority had done nothing to create an investment framework and that it was short-sighting in putting all its eggs in one basket with the Tithebarn scheme whilst concurrently not progressing any other schemes. It was felt an investor friendly planning framework is required.

5. What do you think are the strengths of Preston City Centre?

It was considered Preston city centre had many strengths including:

- good footfall;
- excellent transport connectivity;
- a loyal local community;
- UCLAN students; and
- shopping offer.

6. What do you think are the weaknesses of Preston City Centre?

It was considered Preston city centre had many weaknesses including:

- a lack of leisure options;
- adherence to traditional trading hours meaning a lack of retention of people in the city centre;
- accessibility into and out of the city centre via the local road network;
- car parking, including its quality, expense, maintenance and the way it is set up;
- the bus station; and
- no 'wow' factor.

7. What are your views on Preston's out-of-centre retail and leisure competition?

A wide range of views was offered by the respondents in respect of Preston's out-of-centre retail and leisure offer. Some saw it as impacting little on the city centre with others feeling it impacted significantly, particularly at weekends.

Some felt the offer was average and limited whilst others felt it provided a strong offer with fashion retailers increasing locating there when traditionally these locations were reserved for bulky goods retailers. One respondent thought out-of-town retail destinations did well, not because of the strength of their offer but because of the weakness of the city centre offer.

It was felt the flight to the edge and out-of-centre was reflected in comparable cities with the example of Bolton and the Middlebrook Retail Park being given.

The free parking was considered by all to be the main focus and differentiator between the city centre and out-of-centre offers.

8. Any other comments on Preston City Centre?

Preston was considered to have significant potential but only if investment is made in a number of areas which will serve to demonstrate the Council is serious about its regeneration plans.

It was considered that Preston does not think like a city, but like a town and that strong civic leadership is required, such as at Manchester City Council.

Improvement such as public realm enhancements and pedestrianisation were seen as ways to draw more people into the city centre, particularly from the east from areas such as Clitheroe and Blackburn.

Stakeholder Consultation - Summary Response & Analysis

Public Organisations

1. How would you rate Preston City Centre as a retail destination for non-food goods (comparison goods)? (scale of 1 to 10)

A rating of 7 out of 10 was given.

It was considered that the range and quality of retailer is ok, but it could be improved due to the extent of the retailers' range not being comprehensive.

There was a general feeling Preston city centre is 'slipping down the rankings' nationally despite it maintaining its position as the main retail destination in Lancashire.

Respondents thought there is a lack of a high-end offer and consequently Preston is missing an opportunity to fully capture its affluent catchment of the Ribble Valley, the Fylde Coast and Wyre.

It was also felt there has not been any real investment in the city centre in recent years, perhaps due to a pre-occupation with the Tithebarn scheme.

2. How would you rate Preston City Centre as a retail destination for food goods (convenience goods)? (scale of 1 to 10)

A rating of 3 or 4 out of 10 was given.

Respondents thought there is a lack of food stores in the city centre and those that exist have a limited range. Whilst they acknowledged the presence of a number of out-of-centre food stores, they cited the only foods stores in the city centre as being M&S, Tesco and the indoor market. However, they also mentioned The Brookhouse Group has plans for a new food store at the Queens Retail Park.

The indoor market, whilst having a food offer, was thought to be very dated and in need of re-development as it should be doing better than it currently is. It was considered that with some investment, the market could provide a unique offer.

3. How would you rate Preston City Centre as a leisure destination? (scale 1 to 10)

A rating of 3 or 4 out of 10 was given.

It was thought that aspects of the city centre leisure offer are strong including the bars and clubs, and the Charter Theatre and Guild Hall, but generally that there is a limited offer. Respondents said there are no bowling alleys or cinemas and that the restaurant offer is poor. One respondent said Preston is like the middle of a polo mint – all the best places to eat are in Longridge and the Ribble Valley with nothing in the centre. The restaurants also tend not to cater for dining before or after the theatre.

Generally, it was felt there are many more car-borne leisure attractions at edge and out-of-centre locations, particularly at retail park destinations.

4. What do you think of Preston City Centre as an investment location?

Positive and negative aspects were cited in relation to Preston's performance as an investment location.

On the positive side, Preston was considered to be a potentially excellent investment location with tremendous prospects. Reasons for this included its close proximity to an excellent transport network and there being significant capacity for comparison goods retail, leisure and office development. Empirical evidence for this capacity was demonstrated as a result of the Tithebarn inquiry.

On the negative side, a number of issues were cited as hindering Preston's ability to realise its full potential and therefore attractiveness to investors. Traffic congestion and poor accessibility into the city centre via the local road network were mentioned, as was the necessity to improve the physical environment and public realm and make improvements to reverse the perception of Preston being seen as 'unsafe' after dark.

5. What do you think are the strengths of Preston City Centre?

Preston was seen to have a number of strengths including its:

- Transport links and connectivity;
- Comparison goods retail, including its good range of small and medium units and opportunities for independents;
- Civic level architecture;
- UCLAN; and
- Accessibility to the River Ribble and Avenham Park.

6. What do you think are the weaknesses of Preston City Centre?

Preston was seen to have a number of weaknesses including the:

- lack of investment in the retail sector, perhaps due to the Tithebarn effect;
- void retail frontages;
- lack of retail units with large floorplates;
- lack of quality and quantity at the higher end of the retail market;
- limited leisure facilities;
- lack of integration of public transport;
- lack of accessibility into and out of the city centre via local road networks;
- lack of pedestrianisation along main shopping streets; and
- perception of the city centre being unsafe.

7. What are your views on Preston's out-of-centre retail and leisure competition?

The out-of-centre parks including the Deepdale Centre, Capitol Centre and Riversway were all seen as being very popular with the range of both retail and leisure facilities being good. Deepdale continues to receive investment with new stores taking space there.

The ability to provide modern, flexible floorplates and ample free car parking result in these centres being seen to provide very strong competition to retail and leisure provision in the city centre. Their existence is therefore seen to impact negatively on the city centre.

8. Any other comments on Preston City Centre?

Over the last two years there has been a lot of infrastructure work in Preston and it was felt that this had perhaps prevented other types of investment in the city centre. Furthermore, it was felt that the city centre had not looked attractive during this time.

Stakeholder Consultation - Summary Response & Analysis

Retailers

1. How would you rate Preston City Centre as a retail destination for non-food goods (comparison goods)? (scale of 1 to 10)

A rating of 6 out of 10 was given.

Preston was considered to have a generally good comparison goods retail offer which is dominated by low to medium-end retailers. It was felt Preston would benefit from attracting more credible and aspirational retail brands such as Zara, Mango and All Saints, but not high-end retailers. This could potentially attract people who currently favour other centres.

It was considered that Preston's main offer is for fashion retail but that this does not currently offer the retailers' full range, perhaps due to the smaller retailer units.

2. How would you rate Preston City Centre as a retail destination for food goods (convenience goods)? (scale of 1 to 10)

Respondents thought the food offer in the city centre is poor but that perhaps one would not expect a massive offer in a city centre.

However, it was thought there is scope for a more niche or specialist food offer than currently exists.

The market was thought not to currently offer people what they require with there being significant scope for making it a more attractive proposition whilst acknowledging this would require a lot of investment.

3. How would you rate Preston City Centre as a leisure destination? (scale 1 to 10)

Preston's leisure attractions were considered to be poor with there being no leisure hub.

It was thought daytime activities are not joined up with evening activities and that initiatives such as late night shop opening need to be city-wide to be a credible offer that encourages people into the city centre in the evening or entices them to stay after work.

4. What do you think of Preston City Centre as an investment location?

Some positive aspects of Preston's performance as an investment location were noted, in addition to suggestions of how it could be improved.

It was considered Preston has a great catchment area and great transport.

However, empty units were cited as a negative aspect that would put investors off. It was thought there are more empty units this year than last with retailer failure accounting for this in combination with an inability to attract new investors. Too many short term lets were also cited as a negative.

Others suggestions to improve Preston as an investment location centred on improvements to the physical environment including the need to pedestrianise Fishergate, and the need for additional signage to help shoppers locate all retail assets.

5. What do you think are the strengths of Preston City Centre?

A number of strengths were cited including:

- Robust transport networks;
- UCLAN; and
- The Business Improvement District (BID) [This promotes initiatives to drive economic activity such as Winter Planting, Christmas markets and other initiatives].

6. What do you think are the weaknesses of Preston City Centre?

It was thought that the two main shopping centres are too far apart with there being little retail offer in-between. It was stated that the stretch in-between on Fishergate tends to be occupied by banks and building societies, not retailers and that as a customer you need to make a choice between the two centres. It was felt that pedestrianisation of Fishergate could help to join the centres up which would make it more attractive for customers.

It was also thought that Preston required bigger retail units to cater for tenant demand for larger floorplates.

7. What are your views on Preston's out-of-centre retail and leisure competition?

The out-of-centre offer was considered by respondents as being attractive with the biggest attraction being the free parking but also the ease and convenience.

It was felt that the offer is attractive because it is all on one level and there is a good selection of restaurants. Also, the retail parks might be seen as a safer environment in which to shop. Furthermore, respondents thought that the out-of-centre locations cater better for occupier and retailer demand for larger stores with car parking.

It was thought that the out-of-centre retail parks are taking trade out of the city centre.

8. Any other comments on Preston City Centre?

It was felt that the Guild Hall celebrations put Preston back on the map in 2012 and the momentum of this event must be built upon to encourage people back into the city centre. It was considered that Avenham Park could be used more to hold events.

Quantitative and Qualitative Analysis Methodology

- 1.1 The retail capacity assessments contained within Appendix 2 and Appendix 3 set out the degree of quantitative need / expenditure capacity for convenience (food) and comparison (non-food) goods respectively within Preston.
- 1.2 The findings of the retail capacity assessments are assessed in detail below and results are presented for each year from 2012 up to 2029. An analysis of how the available expenditure within each zone may change over time as a result of the housing projections with the Study area (including Preston and South Ribble) is contained within Appendix 6.
- 1.3 It must be noted that projections of expenditure over such an extensive period (more than 15 years) must be treated with caution, particularly in the light of changing economic circumstances – indeed the application of expenditure rates over such a long time period could not be said to be a precise science, particularly towards the later years of the study period. It is therefore recommended that the analysis contained within the Study is reviewed on a regular basis to ensure its findings remain a reliable and up to date basis upon which to plan for the future of Preston City Centre.

Study Area

- 1.4 A plan of the Study Area is attached at Appendix 1.
- 1.5 The Primary Study Area is made up of four Study zones centred on Preston City Centre. Zones 1 and 2 are within Preston and Zones 3 and 4 are in South Ribble. The Primary Study Area covers the same area as previously considered by Drivers Jonas in the 2005 Study and 2009 Study Update.
 - Zone 1 – Preston West
 - Zone 2 – Preston East
 - Zone 3 – South Ribble
 - Zone 4 – Leyland

- 1.6 The Study has also considered a number of 'buffer' zones. These have been utilised to assess the levels of trade flowing from these areas to facilities located within Preston and also assess the principal locations where residents of Preston itself are shopping outside of the Borough.
- 1.7 By separating the overall study area into separate zones, the actual levels of expenditure from each of the zones and buffers can be determined and a more detailed analysis of shopping patterns incorporated into the capacity assessments.
- 1.8 The postal sectors which constitute each of the study zones are set out in Table 1 below.

Table 1 Study Area Zone and Postal Sectors

Study Area Zone	Constitute Postal Sectors
Primary Study Area	
Zone 1	PR1 2, PR1 7, PR1 8, PR2 1, PR2 2, PR2 3, PR2 7, PR3 5, PR4 0
Zone 2	PR1 1, PR1 3, PR1 4, PR1 5, PR1 6, PR2 5, PR2 6, PR2 8, PR2 9, PR3 2
Zone 3	PR1 9, PR5 0, PR5 4, PR5 5, PR5 6
Zone 4	PR1 0, PR4 4, PR4 5, PR25 1, PR25 2, PR25 3, PR25 4, PR25 5, PR26 6, PR26 7, PR26 8
Buffer Zones	
Zone 5	LA1 1, LA1 2, LA1 3, LA1 4, LA1 5, LA2 0, LA2 6, LA2 9, LA3 1, LA3 2, LA3 3, LA4 4, LA4 5, LA4 6, LA2 8, LA6 1, LA5 9, LA5 8
Zone 6	FY6 0, FY6 9, PR3 0, PR3 1, PR3 6
Zone 7	FY1 1, FY1 2, FY1 3, FY1 4, FY1 5, FY1 6, FY2 0, FY2 9, FY3 0, FY3 7, FY3 8, FY3 9, FY4 1, FY4 2, FY4 3, FY4 4, FY4 5, FY5 1, FY5 2, FY5 3, FY5 4, FY5 5, FY6 7, FY6 8, FY7 6, FY7 7, FY7 8
Zone 8	FY8 1, FY8 2, FY8 3, FY8 4, FY8 5, PR4 1, PR4 2, PR4 3
Zone 9	BB6 8, BB7 1, BB7 2, BB7 3, BB7 4, BB7 9, PR3 3
Zone 10	PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 8, PR9 9

Zone 11	L39 1, L39 2, L39 3, L39 4, L39 5, L40 0, L40 1, L40 2, L40 3, L40 4, L40 5, L40 6, L40 7, L40 8, L40 9, PR4 6, PR26 9, WN8 0, WN8 6, WN8 7, WN8 8, WN8 9, WN6 9
Zone 12	PR5 8, PR6 0, PR6 7, PR6 8, PR6 9, PR7 1, PR7 2, PR7 3, PR7 4, PR7 5, PR7 6, PR7 7
Zone 13	BB1 1, BB1 2, BB1 3, BB1 5, BB1 6, BB1 7, BB1 8, BB1 9, BB2 1, BB2 2, BB2 3, BB2 4, BB2 5, BB2 6, BB2 7, BB3 0, BB3 1, BB3 2, BB3 3, BL7 0, BL7 8
Zone 14	BB1 4, BB5 0, BB5 1, BB5 2, BB5 3, BB5 4, BB5 5, BB5 6, BB6 7

Household Telephone Survey

- 1.9 A Household Telephone Survey has been undertaken to inform the Study. The Household Survey Questionnaire is included at Appendix 4.
- 1.10 The Household Telephone Survey results are also attached at Appendix 4 set out the broad shopping patterns within the Preston and the surrounding area. This survey was undertaken during November 2012 by RMG Clarity and the questions contained within it were the subject of consultation with the City Council. A total of 900 surveys were undertaken.
- 1.11 The questionnaire was developed in conjunction with Preston City Council and RMG Clarity to ensure the responses provided would be as accurate as possible and provides the relevant data to gain an accurate picture of current shopping patterns in the study area.

In-Centre Surveys

- 1.12 In addition to the Household Telephone Surveys, RMG Clarity was commissioned to undertake 'in-centre' surveys in Preston City Centre. These were undertaken to establish the views of shoppers within those centres with regard to the existing retail provision and environment of the centre and also, where people who are using each of the centres live, through obtaining their home postcodes.
- 1.13 The surveys were undertaken on a Thursday, Friday and Saturday in November 2012. Both a busy and a quieter day within each of the centres was utilised to ensure that this range was increased further. 100 surveys were undertaken on each day.
- 1.14 The survey locations within each centre were chosen to maximise respondents whilst ensuring as broad a range as possible of the shoppers who use each centre were surveyed, and were as follows:

- Location 1: Outside Marks & Spencer - The Mall St. George, Fishergate
- Location 2: Outside Debenhams - Fishergate Centre, Fishergate
- Location 3: Starch House Square

1.15 The On-Street Survey Questionnaire and Survey Results are attached in Appendix 5.

Stakeholder Consultation

1.16 Consultation was undertaken with key stakeholders within Preston to gather views on the role of the City Centre as a retail and leisure destination and an investment location.

1.17 Consultation was undertaken with Public Organisations, including Lancashire County Council and Chorley Borough Council, key landowners including Land Securities, Aviva Investors Property Trust, Royal London Asset Management and The Brookhouse Group, retailers including Debenhams and Wilkinson's, and other key groups including shopping centre managers, the North and Western Lancashire Chamber of Commerce and Lancashire Enterprise Partnership.

1.18 The stakeholder interviews were conducted during November 2012. The summary responses are attached at Appendix 7.

Methodology

1.19 A step by step approach to the assessment of expenditure need / capacity has been undertaken and the most up-to-date assumptions and data have been utilised. Each step of the approach is set out in turn below for the convenience goods capacity assessment contained within Appendix 2 and the comparison goods capacity assessment contained within Appendix 3. Further details in respect of the data and assumptions utilised in the assessment are provided at the foot of each table within Appendix 2 and Appendix 3.

Convenience Goods

Step 1 - Establish Study Area Population

1.20 Table 1 of Appendix 2 shows the population for each of the four main zones within the primary catchment area and for zones 5-14 for the period 2011 to 2027. The base population data was obtained from Experian Micromarketer in November 2012 and projected forwards to 2027 using Experian Population Projections which are based on the 2011 ONS interim figures for Local Authorities, and takes into consideration the new data from the Census 2011.

Step 2 - Establish the Amount of Money Residents Spend on Food Goods

- 1.21 Tables 2a and 2b set out the expenditure per head of residents within the four primary zones and zones 5-14. Table 2a sets out the total money residents spend on food goods each year and Table 2b sets out the money spent in physical stores. Table 2b discounts the amount of expenditure spent through Non-Store Retail Trade (NSRT). This is concerned with the amount of expenditure that is spent principally on the internet but also through markets, catalogues, vending machines and door to door sales. This percentage deduction for each year is taken from Experian's latest Retail Planning Briefing Note 10.1 published in September 2012(1).
- 1.22 The base figure in 2011 was obtained from Experian Micromarketer in November 2012 and projected forwards using Experian Forecast growth rates. A number of growth rates have been applied to the expenditure per head figures, and these are as follow:
- **Growth** rates represent a prediction of how retail expenditure is estimated to grow in the future;
 - **Long** and **Ultra Long** base growth on previous trends in the growth of retail expenditure on a forecast basis.

Step 3 - Establish the Total Amount Available to Spend on Food Goods

- 1.23 Following steps one and two above, Table 3 of Appendix 2 sets out the total amount of expenditure available in each of the four primary zones and across the study area as a whole. This is achieved by multiplying the population of each of the zones (from Table 1) by the expenditure residents within each of the zones have available to spend in physical stores (from Table 2b).

Step 4 - Establish Where Residents Are Currently Buying Their Food Goods

- 1.24 Tables 5 and 6 set out where residents across the Study Area are currently buying their food goods. This information is based upon the Household Telephone Surveys conducted by RMG Clarity in November 2012.
- 1.25 Table 5 sets out where residents go most often for their main food shopping. Table 6 shows where residents go most often for their top-up shopping. The amount of expenditure which is spent on main food and top up food shopping is proportioned based upon the Household Survey results from Question 5 which asked:

'Of all the money you spend on your household's food and groceries, what percentage goes to your main food and grocery shopping at Q1?'

¹ In line with guidance from Experian, the deduction now includes a percentage to be applied to account for goods that are ordered online but collected or delivered from physical stores and is therefore transacted through the tills of these stores. It does however include means such as Ocado or 'dark' stores and warehouses where access to the public is not available.

- 1.26 The proportion of expenditure spent on main and top up food shopping differs between zones and this is applied to the total convenience expenditure for that zone to allow for a robust insight into how and where money is being spent – this is documented within Table 4b.
- 1.27 The tables show the market share of each specific facility from residents of each zone based on the survey results. This is then converted to a flow of expenditure from residents of zone 1 to the store by multiplying the market share percentage by the total expenditure available within that zone. It is assumed that 75.72% of residents' convenience goods expenditure is spent at their main foods choice shopping destination, 24.28% at their top-up shopping destination within zone 1 by way of an example⁽²⁾.
- 1.28 Table 7 presents the sums of the individual flows of expenditure set out in Table 5 and 6 to give the turnover of retail facilities within the catchment area and residents of the overall study area. The table also shows the amount of money leaking to retail facilities outside of the study area. Table 7 shows that the total convenience goods turnover of facilities within the primary catchment area along with the inflow from zones 5-14 of the overall study area.
- 1.29 Table 11 projects the survey-derived turnover of facilities within the primary study area (zones 1, 2, 3 and 4) forward from 2012. This takes the total flow of expenditure from residents of the study area from Table 6 and increases the turnover of each facility in line with Experian's Forecast sales density increases from Retail Planner Briefing Note 10.1 (September 2012).

Step 5 - Establish the Market Share of Zones within the Catchment Area

- 1.30 Table 8 presents the market share of each of the zones within the primary study area and each of these zones' market shares from the primary study area as a whole. This is calculated by dividing the total amount of money spent by residents of a particular zone within that zone from Table 7 by the total available convenience goods expenditure within that zone taken from Table 3.
- 1.31 The primary catchment area as a whole has a market share of around 89%. This is to be expected given a number of large foodstores which fall within the primary catchment area and a comprehensive provision of smaller convenience facilities.
- 1.32 Zone 2 has the highest market share for residents within the zone and has the highest market share of facilities from the primary study area as a whole. Most notably, more than half of all of the money residents have to spend on food is being spent in the local area, demonstrated by the market shares of around 50% for all zones.

² These are based upon the assumption that 75% of residents' convenience goods expenditure is spent on their main food shopping and 25% on top-up shopping.

Step 6 - Establish the Trading Level of Existing Stores

1.33 Table 9 sets out the 'benchmark' turnovers of existing stores within the primary study area. The benchmark turnover is calculated by multiplying the net convenience goods sales area of the store by the average turnover per sq. m for that retailer providing the turnover level that the store would 'normally' achieve based upon Country-wide performance. These benchmark turnovers are projected forwards using Experian's Forecast sales density increases from Retail Planner Briefing Note 10.1 (September 2012).

Step 7 - Establish the Trading Level of Future Stores

1.34 Table 10 of Appendix 2 sets out the estimated convenience goods turnover of Commitments within the primary study area. The details of these have been provided by Preston City Council. The turnover of these Commitments has been assessed using information from the Planning Application submissions and where required, Deloitte assumptions. The floorspace has then been fed into the tables at the point at which they are predicted to be delivered.

1.35 Following dialogue with Preston City Council a number of commitments which were highlighted within the 2010 Study have not been included. The Tithebarn proposals are currently seen as undeliverable in their current form and for the purposes of this assessment have been omitted. A similar approach has been taken for permissions which are unlikely to come forward in their current form.

Step 8 - Establish the Capacity for Additional Floorspace

1.36 Table 13 sets out the expenditure to support new floorspace within the primary catchment area (zones 1-4). This is calculated by assessing the amount of residents' expenditure currently retained within the zone by multiplying the total available expenditure from Table 3 by the current market share from Table 8. The inflow to facilities within the zone from the other zones also taken from Table 7 is added to this as is an allowance for trade from outside the overall study area. This percentage is based upon the home postcodes of the household survey respondents within each centre. This then produces a figure of the total amount of expenditure available to support convenience goods retail floorspace.

1.37 Following this it is necessary to deduct the turnover of existing facilities taken from Table 9 and the turnover of Commitments taken from Table 10. This then provides the amount of capacity available to support new floorspace within the zone.

1.38 Following the calculation of the level of expenditure capacity available to support new floorspace, this figure is translated into net and gross floorspace equivalents based upon the turnover per sq. m of 'Top-four' retailers (an average of the turnover per sq. m of Tesco, ASDA, Sainsbury's and Morrison's) and the turnover per sq. m of 'Discounter' retailers (an average of the turnover per sq. m of Aldi, LIDL, Netto and Iceland). A gross to net ratio for top-four retailers of 65% and a gross to net ratio for discounters of 75% is

utilised. The floorspace equivalent figures are for indicative purposes only and when considering individual retail proposals, Preston City Council should consider each proposal separately based upon the specifics of the scheme such as the exact net sales area and the turnover per sq. m of the intended operator against the identified convenience goods expenditure capacity figure.

1.39 The same broad methodology is employed within the comparison goods capacity assessment as is employed within the convenience goods capacity assessment set out above. Therefore to avoid unnecessary repetition, the description of the comparison goods methodology below only covers areas that differ slightly from the convenience goods methodology above.

Comparison Goods

Steps 1, 2 and 3 - Establish the Population and Amount of Money Spent on Non-food Goods

1.40 The population data contained within Appendix 3 is identical to that utilised within Appendix 2. Tables 2a and 2b of Appendix 3 also set out the amount of money each individual resident of each of the zones. Table 2a sets out the total figure and Table 2b the figure minus the deduction for the amount of money spent on non-food goods spent through Non-Store Retail Trade (NSRT) means. The expenditure per head in Table 2a has been projected forward utilising Experian Forecast comparison goods growth rates and the relevant NRST deduction percentage have also been taken from Experian Retail Planner Briefing Note 10.1 (September 2012) with the additional deduction of those goods ordered online but taken off the supermarket shelf so is run through the tills.

Step 4 - Establish Where Residents Are Currently Buying Their Non-food Goods

1.41 Tables 5a, 5b, 6, 7, 8, 9, 10, and 11 of Appendix 3 set out where residents within the primary and secondary catchment area currently buy various categories of non-food goods. The categories to which the tables relate are set out below:

- Table 5a – first choice clothing and footwear;
- Table 5b – second choice clothing and footwear;
- Table 6 – books, CDs, toys and jewellery;
- Table 7 – household goods;
- Table 8 – chemist goods toiletries and cosmetics;
- Table 9 – furniture, carpets and soft furnishings;
- Table 10 – electrical goods; and
- Table 11 – DIY and hardware goods.

- 1.42 As with convenience goods, Tables 5a, 5b, 6, 7, 8, 9, 10 and 11 show the market share of a particular facility from residents of each zone. For example, Table 5a shows that the most popular first choice clothing and footwear shopping destination for residents of zone 1 – Preston East is Preston City Centre with a market share of 67.86%. This is then converted to a flow of expenditure from residents of zone 1 to Preston City Centre by multiplying the market share percentage by the total expenditure available for the first choice clothing and footwear destination. It is assumed that 75% of the total available clothing and footwear expenditure is spent at the first choice shopping location and 25% at the second choice location based on the household survey results.
- 1.43 The total available expenditure for each of the goods categories within each zone is displayed at the top of each table. These have been calculated by multiplying the population of each zone by the expenditure per head for each of these goods categories minus the deduction for the proportion of non-food goods expenditure spent through NSRT means. The expenditure per head figures for each of the Household Telephone Survey goods categories have been derived using the equivalent figures for Experian fine comparison goods expenditure per head categories with the data obtained from Experian Micromarketer in November 2012.
- 1.44 Table 12 presents the sums of the flows of the individual flows of expenditure set out in Table 5, 6, 7, 8, 9, 10 and 11 to give the non-food turnover of retail facilities within the primary catchment area and the remainder of the study area. The table also shows the amount of money leaking to retail facilities outside of the study area. This shows us that the amount of non-food goods expenditure flowing into the catchment area from people who live outside the area is lower to that leaving the catchment area when taking into account the proportion of trade facilities obtain from outside the overall study area. This is particularly notable given the proximity of facilities such as Manchester City Centre, The Trafford Centre, Chorley, Liverpool and Blackpool to Preston City Centre.

Step 5 - Establish the Market Share of Zones within the Catchment Area

- 1.45 Table 13 presents the market share of each of the zones within the primary study area and each of these zones' market shares from the primary study area as a whole. This is calculated by dividing the total amount of money spent by residents of a particular zone within that zone from Table 13 by the total available comparison goods expenditure within that zone taken from Table 4.
- 1.46 It is clear that facilities within Zone 1 and 2 which include Preston City Centre have by far the largest draw. As would be expected given the lower order role of the other town centres within the Borough and their position below Preston City Centre in the retail hierarchy, their market shares from within their zones and from the primary study area as a whole is much lower.
- 1.47 Table 13 of Appendix 3 sets out the proportion of trade that facilities within each zone obtain from residents of that zone and from residents of the primary catchment area as a whole. The tables shows that zone 1 –

Preston East obtains the highest proportion of survey derived turnover of its facilities from within the zone. Facilities within zones 2, 3 and 4 obtain relatively modest proportions of expenditure from inside their respective zones.

Steps 6 and 7 - Establish the Trading Level of Existing and Future Stores

- 1.48 Table 14 of Appendix 3 sets out the turnover of existing non-food goods facilities within the primary catchment area. The Benchmark turnover of Preston City Centre has been taken from the Survey Derived Turnover in the 2009 Study undertaken by Drivers Jonas (which is in 2006 prices) then converted to 2011 prices (in accordance with Experian Retail Planner Briefing Note 10.1 Appendix 4b) and the turnover grown according to Experian advice in Figure 3b of Experian Retail Planner Briefing note 10.1.
- 1.49 By utilising this methodology the analysis accounts for the fact that Preston City Centre has had no substantial additional floorspace constructed in the period since our 2009 Study, or indeed no significant development within the City Centre since the expansion of the St Georges Centre in 2000. This allows our analysis to reflect the need for new floorspace and investment in the City Centre which has physically been unmet in these years - i.e. the 'Pent-up' expenditure which still exists within Preston.
- 1.50 An allowance has also been made for foodstores within the primary catchment area which have a proportion of comparison floorspace. This has been multiplied by the Company average for each operator per sq. m and grown across the test years to give a robust insight into the turnover of all facilities from expenditure within both the primary and secondary catchment area.

Step 8 - Establish the Capacity for Additional Floorspace

- 1.51 Table 17 sets out the expenditure to support new non-food goods floorspace within Zones 1, 2, 3 and 4 respectively. This is calculated in the same manner as with the food goods expenditure capacity described above.
- 1.52 Following the calculation of the level of expenditure capacity available to support new non-food goods floorspace, this figure is translated into net and gross floorspace equivalents based upon the turnover per sq. m of Preston City Centre displayed in Table 14 and a 'typical' retail warehouse turnover per sq. m of £3,000 in 2012. A gross to net ratio for town centre floorspace of 70% is utilised and a gross to net ratio for retail warehouses of 85%. The floorspace equivalent figures are for indicative purposes only and when considering individual retail proposals, Preston City Council should consider each proposal separately based upon the specifics of the scheme such as the exact net sales area and the turnover per sq. m of the intended operator against the identified comparison goods expenditure capacity figure.
- 1.53 The full results displayed within Table 17 of Appendix 3 are set out and analysed within Chapter 5.

Preston Retail and Leisure Study 2013

Table 1: Existing Cinema Provision in Study Area

Company	Location	Number of Screens	Turnover Per Screen £ms (2012)	Total Turnover (£m) (2012)	2013	2017	2022	2027
Odeon	Portway, Ashton on Ribble	10	£0.33	£3.26	£3.30	£3.73	£4.19	£4.66
Palace Cinema	Longridge	1	£0.33	£0.33	£0.33	£0.37	£0.42	£0.47
Vue	Capitol Centre, Preston	7	£0.33	£2.28	£2.31	£2.61	£2.93	£3.26
Total		18		£5.87	£5.94	£6.71	£7.55	£8.39

Notes:

1. Turnover per Screen from Dodona Research Cinemagoing 21, 2012 Page 35. United Kingdom Market Forecasts 2011-2016, Revenue Per Screen (£)
2. Growth Rate for Spend on Arts, Entertainment and Recreation in the North West supplied by Oxford Economics (2012)

Table 2: Growth in Cinema Expenditure

Study Year	Available Expenditure (£m's)	Existing Number of Screens	Potential Number of Screens	Need for Further Screens
2013	£5.94	18	18	0
2017	£6.71	18	21	3
2022	£7.55	18	23	5
2027	£8.39	18	26	8

Notes:

1. Potential number of screens calculated by dividing available expenditure by the average turnover per screen (£0.33m)

Preston Retail and Leisure Study 2013

Table 1: Existing Gym / Health and Fitness Provision in Study Area

Club		Address	Telephone	Members
Fitness First	e	Preston North End Football Stadium, Hollin Rd, Preston, Lancashire PR1 6UT	01772 705222	3,000
Kingfisher Health and Fitness		Ashley Hall Farm, Inglewhite Rd, Longridge, Preston, Lancashire PR3 2EB	01772 780400	405
Ultraflex Gym	e	Unit 5, Thorn Buildings, Kent St, Preston, Lancashire PR1 1PE	01772 887999	150
Body Matters	e	3a, Higher Walton Mill, Cann Bridge St, Higher Walton, Preston, Lancashire PR5 4DJ	01772 628328	500
Scholars Health and Leisure Club		Old School House, Church Brow, Walton-le-Dale, Preston, Lancashire PR5 4BH	01772 251016	220
Reps Gym,		72a, Roman Way, Longridge Rd, Preston, Lancashire PR2 5BB	01772 837008	700
The Fitness League		18, Southfield Drive, New Longton, Preston, Lancashire PR4 4XD	01772 614194	55
Swallow Leisure Club	e	Preston Swallow Hotel, Preston New Rd, Samlesbury, Preston, Lancashire PR5 0UL	01772 877120	500
Marriott Leisure Club		Preston Marriott Hotel, Garstang Rd, Broughton, Preston, Lancashire PR3 5JB	01772 863858	1,600
Carrefour		Port Way, Ashton, Preston, Lancashire PR2 2YQ	01772 250600	2,750
Virgin Active		The Capitol Centre, Walton-le-Dale, Preston PR5 4AW	0845 130 1444	7,000
DW Fitness	e	Portway, Preston, PR2 2YQ	0844 372 53 67	3,000
Total Fitness	e	West Strand Road, Preston	01772 208700	3,000
Warrior Gym	e	Arkwright Mill, Hawkins Street, Preston	07966 305726	150
Just for Ladies	e	Rear Of Derby House, Lytham Road, Fulwood Preston	01772 788743	250
Energie Fitness for Women	e	Unit 4, Kensington House, 172-200 North Road	01772 828880	250
Gymphobics	e	44 Liverpool Road Penwortham Preston PR1 0DQ	01772 750000	250
TOTAL MEMBERS				23,780

Notes:

1. e = DJ estimate based on experience and operator characteristics

Table 2: Projected Levels of Gym / Health and Fitness Club Membership in Study Area

Population 2013	257,691
Projected Level of Membership 2013 (12.4% of Population)	31,954
Need for further Membership Places 2013	8,174
Population 2017	262,180
Projected Level of Membership 2017 (14.4% of Population)	37,754
Need for further Membership Places 2017	13,974
Population 2022	267,500
Projected Level of Membership 2022 (16.9% of Population)	45,208
Need for further Membership Places 2022	21,428
Population 2027	272,598
Projected Level of Membership 2027 (19.4% of Population)	52,884
Need for further Membership Places 2027	29,104

Notes:

1. Proportion of population with a gym membership and projected level of membership increase taken from the leisure database company (2012).
2. Proportion of population with a gym membership in 2012 was reported to be 11.9%.
3. Level of membership increase between 2008 and 2012 was reported to be 2%. It is assumed that membership continues to increase at the same rate i.e. 0.5% per annum.